

CHEMIST & DRUGGIST

The newsweekly for pharmacy

December 20/27, 1986

a Benn publication

Scots get cut-off
date in contract
regulations

LPC contract
conference now
on February 8?

'Chemist minor
ailment advice
as good as ours'
say 80pc of GPs

Free Durex in
LRC anti-AIDS
campaign

Tommee Tippee
goes to USM in
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The Beecham
Powder plot —
C&D interviews
md John Robb

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COMMENT



The technology, if not the art, of communication is becoming more sophisticated by the hour, but the "message" often fails to get through despite these advances.

This week a seminar organised by the Proprietary Association of Great Britain highlighted the need to communicate about medicines to the general public more simply and effectively as OTC and prescription medicines become increasingly potent and the consumer search for health knowledge intensifies. The information available to the public on the pack or insert of a medicine is strictly controlled by law and code along with any advertisement made to the consumer or health care professional by the manufacturer. The PAGB would claim that for OTC medicines at least, this controlled route is the best in that it is "tamper proof". The medicinal advertisement directs the consumer to a particular product for a particular ailment, while the label gives all the information necessary to take the medicine properly, possibly long after the



advertisement has been seen, or any verbal advice given by a pharmacist has been forgotten. And, if the efforts of the Plain English Campaign to make on pack and prescription labels more understandable to the public bears more fruit, the value of this route will gain more credibility.

The call was also made at the seminar that television advertising should not be viewed with suspicion, someone else noting that it was the most cost-effective route of getting messages across.

Elsewhere in this issue Beecham underline their commitment to advertising, and TV advertising in particular. It is a powerful medium, and one that is controlled. The public, as

evidenced by the Taylor Nelson research, are more self-determining of their own health than ever before. Our concern would be that TV and Press advertisements should continue to endorse the pharmacist as *the* High Street health advice person, reminding the public that, either they may want him to intervene in the self-help health care chain, or that the law or his own professional dictates may require him so to do.

While every medicine manufacturer has the opportunity to "sell" and advise on pack, only the brand leaders can afford the cash to heavily promote through Press or TV. And, while market research methods, muscle, and market know-how may inevitably concentrate the best product portfolios in the hands of the major companies, alternative — and even complementary medicines — are needed for balanced health care. The pharmacist has a real role to play in maintaining that balance in person and through his staff. Manufacturers will ignore pharmacy at their peril — and vice versa!



Scots get 'cut-off' in contract regulations

A cut-off date of September 30, 1987 is included in the draft regulations to implement the NHS (Amendment) Act 1986 in Scotland.

The details of the regulations, received by the Pharmaceutical General Council last week, remain confidential, but the covering letter reveals a number of minor differences from the draft regulations presented to PSNC for England and Wales. The Scottish Home and Health Department has asked PGC to respond by January 9.

Compensation for those Scottish contractors wishing to take it will be available to those in contract as at June 7, 1985. They must apply to terminate their contract before March 31, 1989. Only pharmacies which, over the 12 months prior to the date of application, dispensed on average less than 1,300 scripts a month, will be eligible.

PGC chairman Ian Mullen says clarification of the assessment period is being sought so that contractors who have been leapfrogged in the intervening period will not be disadvantaged by the delay in implementation.

It is also proposed that a prospective contractor must start providing the services within 12 months of his application being granted. An extension of a further 12 months would be allowed in special circumstances. This is initially six months longer than specified in the England/Wales draft, but, says Mr Mullen,

was not at the PGC's request. "We would normally expect to see commencement within six months."

The pre-1987 regulations will apply to those who can demonstrate to a health board firm financial commitment before details of the new contract were made public, and who apply before March 31, 1987, and undertake to open no later than September 30, 1987.

The pharmacy practice subcommittees will be set up under the area health boards, with a similar composition and constitution to those in England and Wales. Contractors will not have a vote, but it is being suggested that the non-contractor pharmacist is an area pharmaceutical committee nominee rather than a Pharmaceutical Society one.

APCs will be asked to supply a list of not less than seven pharmacists of whom five are contractors or their employees who are willing to serve as members or deputies. Two are to be pharmacists who are not included in any pharmaceutical list.

However, the appeal panel will consist of three PGC nominees and a PSGB nominated non-contractor, in addition to the lay members.

Mr Mullen says: "The PGC is happy about the transitional arrangements. Although the DHSS has stated there are safeguards in the England and Wales regulations, clearly a fixed date is infinitely more satisfactory."

GPs boost chemist advice

Nearly 80 per cent of doctors believe that a pharmacist's advice is as good as their own for minor ailments. And his image as a source of information about medicines is also up 4 points in the six years to 1985, according to market researchers Taylor Nelson.

Research shows that more people wish to take responsibility for all aspects of their lives, including health care, according to group chairman Dr Elizabeth Nelson.

"Some 42 per cent of people in 1984 in the UK said they had less faith in doctors than they used to have. This compared with the figure of 22 per cent for 1979."

People who wish to take personal responsibility for health are more likely to be against conventional medicine than average and have more positive attitudes to pharmacists and to non-prescription medicines, she told delegates at a seminar marking the 50th anniversary of the PAGB's Code of Standards of Advertising Practice.

Since 1979 people have moved much closer towards an improved image of the pharmacist. The percentage of people disagreeing with the statement that "Chemists are really just small shopkeepers with little knowledge of medicine," has risen from 67 per cent in 1979 to 71 per cent in 1985.

However, this increased interest in pharmacists and personal responsibility has not resulted in a similar increase in purchases of non-prescription medicines.

Further Taylor Nelson research, presented by Kevin Mahoney, showed that assumptions should not be made that doctors' attitudes to health and to self-medication differ markedly from those of the public.

The evidence shows that GPs, faced with a more demanding and informed public, are responding by developing more patient-centred professional attitudes.

"UK doctors place great emphasis on post-graduate education and generally want to give their patients a more personal service..."

Since doctors see themselves more as advice givers than prescribers they place as much emphasis on the pharmacist, as the para-med, in advising the public, Mr Mahoney said. If both people and doctors were turning equally to the pharmacist as a valuable source of advice for minor illnesses, there must be a great potential for the development of the self-care movement.

LPC Conference now in February

January's Local Pharmaceutical Committee Conference on the near-final remunerative and regulatory new contract package is expected to be deferred to February because the Department of Health has not finalised its negotiating position.

David Sharpe, chairman of the Pharmaceutical Services Negotiating Committee, told *C&D* on December 16 that the expected meeting with Department of Health negotiators, scheduled for Friday, had not been confirmed and he did not expect it to go ahead. PSNC said last November that it

would not proceed with the January LPC meeting if it did not have a complete package to put to representatives (*C&D*, November 22, p87). The Committee's negotiators felt LPCs would not be able to reach a considered decision without full information, including the cash element.

PSNC and the DHSS have still not agreed whether the contract Regulations already contain a cut-off clause. The Department believes that, under Regulation 27, an FPC will be able to remove a pharmacy from the list, if it has not provided a service within six months of its application being granted.

Both sides, including a team from the Pharmaceutical Society, were due to meet on Thursday to discuss Regulations and guidelines only.

"Both PSNC and PSGB are in complete agreement on their stance," Mr Sharpe says.

Pharmacy ready for the challenge, Newton told

Community pharmaceutical services were on the agenda as the primary health care roadshow reached its final resting place at the Elephant and Castle on December 10. With Social Services Secretary Norman Fowler in Holland, Health Minister Tony Newton took the chair. Under Secretary Mrs Edwina Currie, DHSS chief pharmacist Dr Brian Wills, and deputy chief medical officer Dr Michael Abrams made up the panel.

The one inescapable conclusion the DHSS will take from the Hannibal House meeting is that community pharmacists are not being used to their full potential. The profession doesn't think so and is offering to do more, and the public want more to be done.

And the aims of the profession tie in well with what Health Minister Tony Newton said had been the recurring themes of the consultation process so far. "Remuneration arrangements should ensure that those who provide the best services should receive more than those who don't. Consumers want greater choice and more information about the services available.

Remuneration was a recurring theme throughout the day, as was relaxation of supervision, control of standards of premises and practice and possible changes in the classification of medicines.

The Society of Family Practitioner Committees recognised the Pharmaceutical Society as the body to take responsibility for standards, but, said Eileen Henshall, immediate past president: "FPCs must have an oversight and should be able to set certain requirements for premises, and it would be right for us to assist in the maintenance of those standards."

The readiness of the profession to take on a greater advisory role was taken up in questions to the National Pharmaceutical Association. NPA director Tim Astill told Mrs Edwina Currie that it wasn't that pharmacists were incapable of giving advice, they had just been reluctant to do so. "A major objective of the 'Ask your pharmacist' campaign was to pressure the pharmacist into venturing out of the dispensary," he said.

Asked which of the extra roles Nuffield suggested for pharmacists they would like to see implemented first, Ms Rosemary McRobert of the Consumers' Association said that changes in the remuneration structure to take account of giving advice about health must be very important. The Association is in favour of pharmacies providing more space for "private" conversations. "Present arrangements are quite inhibiting," Ms McRobert said.

Pharmaceutical Services Negotiating Committee chairman David Sharpe and his team spent much time going over their ideas for a changed remuneration structure. "Our preferred policy is for individualism," Mr Sharpe said. Delivery services, drug and therapeutic committee work, advising doctors, and the size of a consulting area, could all be related to some form of "good practice allowance", a system the Health Minister said he found "reasonable".

Mr Sharpe said there must be encouragement for pharmacists to devote more space to NHS business. "And I am confident that a residential homes service could be developed, subject to 'development funding'," Mr Sharpe said. "No profession would do any more work without more money."

The Community Health Councils, first up in the afternoon, liked the idea of patient-held record cards, accessible to both doctors and pharmacists, and were in favour of any changes on supervision to give the pharmacist more time to pursue the advisory role, provided there were adequate safeguards.

The only audible gasps came during the joint Proprietary Association, Association of the British Pharmaceutical Industry presentation. PAGB director John Wells suggested that there needed to be more of a shift in the classification of

medicines from P to GSL. Mr Wells said a recent PAGB survey showed that most cases of ill health were self medicated.

Somewhat contrary to popular expectations, Dame Elizabeth Ackroyd of the Patient's Association supported the moves to increase the pharmacist's role. "The Patients Association receives few complaints about pharmacists," she said. She reiterated her plea for private areas for consultation, and she said that the Pharmaceutical Society had not shown enough zeal in keeping pharmacists up-to-date and monitoring performance in practice.

It could be said that last on is pole position in a meeting like this. And the Pharmaceutical Society were pleased to be able to sum up and clear up any loose ends.

On a closer relationship with doctors, president Dr Geoff Booth said that pharmacists had been rather lax in the past. "The sooner we get on first name terms, the better," he said.

Dr Booth reiterated the Council's pleas for powers under Section 66 of the Medicines Act to be able to refuse registration of unfit premises. "The regulations had been considered necessary when the Medicines Act was drafted, and it seems quite a simple thing to implement them," he said.

Most pharmacists are very conscientious in ensuring the safety of their patients. Therefore, the profession feels it must be involved in the dispensing of a prescription at some point. Dr Booth said. "But we feel that the current legislation is too rigid, and we need to consider a redefinition of procedure; a working party has been established."

So ended over 100 hours of oral evidence from over 340 witnesses from 60 bodies. The DHSS has so far received over 1,300 written submissions during the consultation period, which ends on December 31.

Striking off appeal dismissed

Pharmacist Kenneth Brian Smith lost his High Court appeal last week against being struck off the Register.

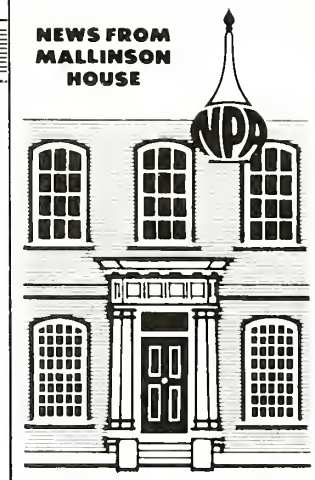
Mr Smith, 53, of Westdale Grove, Pudsey, West Yorks, challenged last April's Statutory Committee direction removing his name from the Register for a second time because of alleged drink-related offences. Mr James Stewart, for Mr Smith, argued that the punishment was too severe, bearing in mind the "comparatively innocuous" nature of the actual offences.

But Lord Justice Stephen Brown

described how in July, 1984, Mr Smith had taken up a locum post in Peterborough after being allowed back on the Register after a six-year gap. In the first week of his new job he was alleged to have made four dispensing errors in the course of a morning.

They were "somewhat minor" and had not resulted in any serious consequences. But there was evidence that Mr Smith's breath smelled of alcohol at work that day.

He said the Statutory Committee had been right to decide that it would be unfair to put the public at further risk by allowing Mr Smith to continue as a pharmacist.



Changes sought to pharmacist liability in Consumer Bill

Significant amendments to the new Consumer Protection Bill are being sought by the National Pharmaceutical Association, to protect pharmacists from charges of strict liability under an EEC directive.

Director Tim Astill has written to the Department of Trade, the Pharmaceutical Society of Great Britain, and members of both Houses of Parliament who have expressed sympathy with the problems pharmacists would face with the Bill in its present form, he reported at the November Board meeting.

Concern has arisen over that part of the Bill giving effect to an EEC directive on strict liability which would make the producer (manufacturer or importer) strictly liable. However, wording of relevant clauses could mean that strict liability might attach to the seller of an own label or own brand article. It could apply to a pharmacist who dispenses a medicine bearing his own name and address only. **Scottish Rates** A Bill has been published which would abolish domestic rates in Scotland in favour of a "community charge". The Bill's proposals would limit increases in Scottish non-domestic rates to a sum not exceeding the annual rate of inflation. The Bill had not included the proposal which had appeared in the Green Paper, that a uniform non-domestic rate should be introduced. The Board believes that if the new arrangements for Scotland are successful, changes for the rest of the country were likely.

Other Parliamentary issues The NPA has been asked to comment on the Office of Fair Trading's discussion paper, "A duty to trade fairly"; on the Equal Opportunities Commission's consultative document "Legislation for change? Review of the sex discrimination legislation", and on proposed amendments to the Medicines (products other than veterinary drugs) (General Sale List) Order 1984 and to the Medicines (products other than veterinary drugs) (Prescription Only) Order 1983.

Not all the proposals would affect NPA members adversely, but there was a feeling that the pace of new legislation was becoming intolerable, especially for the proprietors of small businesses.

Qualifications The training committee was aware that the Government had carried out a review of vocational qualifications, and was moving towards a range of nationally agreed qualifications. It was likely that future grants from bodies

such as the DITT would only be available for courses leading to nationally recognised qualifications.

Youth Training Scheme 75 trainees had been recruited into the scheme although over 200 places had been approved by the Manpower Services Commission. The committee was informed that the figures were in line with most other national training programmes.

Manufacturers' labels Parke Davis have agreed to redesign the labels for Lentizol capsules and were commissioning a design consultant to look at other labels. This follows a critical letter from the Board, which has also written to Alcan about labels for Isopto eyedrops.

Agricultural and veterinary pharmacy The Board agreed again to support the Pharmaceutical Society's course for the diploma in ag and vet pharmacy, and to increase the NPA donation to £550.

NHS matters Jim Downing, assistant secretary, and Marshall Gellman (Manchester), reported on the meeting at the DHSS on October 28 on the complaints investigation procedure consultative document. The only major point of difference between the professions and consumers was over the time limits within

which complaints would need to be made. Ministers did not like any suggestion that MPs would not be permitted to represent constituents before service committee hearings.

Peter Taylor (Newcastle-under-Lyme), reported that his FPC recently received a set of proposals drawn up by the Pharmaceutical Society for the provision of pharmaceutical services in residential homes and sheltered accommodation. Council member Mr David Sharpe (London), confirmed that the document had been circulated and it would be for the Government to decide whether resources were available to implement any or all of the proposals.

EEC matters Will Kneale, EEC liaison secretary, reported that further amendments had been made to the new Directive on harmonisation of the internal market, and he had been reassured that pharmacy would not now be adversely affected as had been feared.

Scotland Bernard Brown (Scotland) informed the Board that Ian McDougall, former Board member from Scotland, would shortly be retiring. In recognition of his outstanding contribution to both the NPA and the Scottish Pharmaceutical Federation it was agreed that Mr McDougall be appointed an honorary member of the NPA.

NPA labelling program The January *Supplement* will introduce a simple-to-use NPA computer labelling program. The Board decided to offer the program to members after considering the results of recently completed trials in members' pharmacies. There has been no change of policy with regard to proprietary dispensary systems; the NPA has every intention of continuing to recommend ready-made labelling packages.

Dispensing balances New information provided by the NPA's balance manufacturer exposed further ways in which proposed new weights and measures legislation would disadvantage community pharmacists. An increase of 1,200 per cent in the sensitivity of dispensing balances was being called for, which would require a drastic change in design, and render them expensive to manufacture. The Pharmaceutical Society's support in making further representations to the DTI is to be sought.

Calling ostomists!

Ostomy patients will be encouraged to make more use of their local pharmacist in a Spring campaign launched by the NPA.

An "Ask your pharmacist" advertisement will appear in *The Ileostomy Journal*, published by the Ileostomy Association and distributed to all ostomy patients. To ensure members can deal with extra queries arising from the campaign the NPA is planning a series of regional courses on ostomy care and associated problems. An information sheet is also being compiled.

Director Tim Astill told *C&D* that the NPA often receives complaints from members that appliance manufacturers are soliciting patients by advertising in the specialist magazines. "The manufacturers' reaction is that they are filling a gap left by the pharmacist," he says. And according to the support associations not all community pharmacists are as competent as they should be in dealing with inquiries.

By Xrayser

Guild pay offer causes unrest

The acceptance of the pay offer for hospital pharmacists has caused a good deal of unrest among Guild members.

The vote — 61 per cent to 39 per cent in favour — saw a much higher turnout than the two previous ballots, in which the membership backed the Guild's line by over 95 per cent, Guild Council heard on December 4. The delay in issuing the advice on emergency duty payments was due to a need for accuracy. Staff side chairman Bob Timson said that the documents could not be rushed if members are to receive the correct advice.

Drug charge

A chemist appeared at Bow Street Magistrates court last week to face nine charges involving prescriptions to drug addicts.

Marc Dahan, of Hendon, was remanded on unconditional bail until January 16. He is accused of supplying prescribed heroin, phsyseptone and methadone in a way other than stated on the prescriptions between January 3 and September 9 this year. The offences were allegedly committed in Compton Pharmacy, Wardour Street, West End, when it is said he supplied the drugs before the dates on the prescriptions.

Needle exchange scheme best

The Standing Conference on Drug Abuse says that "new for old" schemes are the best way of issuing needles and syringes to addicts.

While welcoming pharmacists' involvement in helping prevent the spread of AIDS among drug abusers, SCODA wishes to remind them of the dangers — "such as unsafe disposal" — inherent in giving new equipment away without collecting the old. SCODA believes pharmacists have an important role to play and, if needles and syringes are issued, they should be accompanied by data about the risk of sharing equipment, and advice on general matters such as hygiene, safer sex and local help.

Leaflets are available free from SCODA, 1 Hatton Place, London EC1N 8ND.

Whose fault? Who pays? You and I?

Tim Astill, NPA director, has raised a fascinating proposition regarding product liability so far as it might affect pharmacists when stricter liability in law becomes a reality. He suggests a state insurance scheme should be set up at the same time as legislation takes effect, since it might well prove where a supplier of a defective product — being in fact a man of straw when faced by some phenomenal claim — would be bankrupted to no good effect.

But irrespective of this particular argument, in any case there are sound reasons for the establishment of a state compensation fund for any victims of disaster — including personal negligence — covering anything from the effects of a driving accident to cross infections, industrial injuries to accidental (or deliberate?) poisoning. The question of negligence would not go away, but could be dealt with by special courts, designed

to assess the nature and degree of negligence, in a manner removed from the consequences. In this way if a penalty were required, it would not only be related to the negligence, but would relate to the means of the person or company responsible.

Once divorced from the difficulty of a victim having to establish liability, and then running the gamut of civil action for compensation from the offender, damages based on the immediate effects of the accident, payable from day one, but reassessed as time went on, would be paid by the State. Freed from the need to establish the means of the offender, the payments could then be related truly to the reasonable expectations of the individual and his loss assessed, as an ongoing thing, in the years ahead. I think a scheme like this is already operating in New Zealand or Australia.

In any innovative society whose prosperity depends on the development of new products or techniques, this type of personal cover, while not releasing the need for stringent care, would do much to re-establish the confidence needed in all spheres of human endeavour.

Mind you, the lawyers wouldn't 'arf squeal!

Invoice time — again...

I need some help! What with getting all these calls for the "pharmacist" and giving good advice to the dripping noses, I'm getting nowhere fast with my end of month, or rather beginning of month payments of accounts. No sooner do I sit down at the desk and begin to concentrate than another interruption! On a recent business efficiency course I took, I found to my dismay that I should welcome these breaks in my work pattern because they were in fact my real work... the reason I was in business at all, with such minor things like paying the bills or chasing orders being entirely secondary.

Of course, this is true, but with Tottie away with the flu, and Christmas nearly upon us, things are not what they might be down on the pharmacy. Last month, in a moment of aberration, I decided to take on a retired gent, an accountant who wanted a little part-time job to keep him in beer money (wine money more like, being a decidedly upmarket chap), to ease my drudgery.

It was not a success. Years ago I pitched out the old double-entry ledgers in favour of an infinitely more stark form of minimal bookkeeping in which nothing was entered more than once. It seemed

simplicity itself to me, and has satisfied my auditors who, after a slight chuckle, agreed it did have a certain charming simplicity and directness.

So much so, my accountancy charges were reduced from a monstrous £500 15 years ago to a mere £100. Not bad for a chap that still uses an abacus.

However my new recruit to the clerical work wrung his hands in horror, spent hours huffing and puffing before finally making a brave attempt to cast some figures and strike a balance. It took me, hours to explain the directness of what I did meant my normal monthly reconciliations could be completed in about four hours uninterrupted work, and this included the time taken to check and pay all accounts. The cheapo adding/calculating machine I bought from the NPA some years ago being the only machinery I needed. My books shall remain untouched by computer!

He left me, sadly bemoaning my lack of formalised accountancy training, but offering to "help" again if ever I was pressed! I hadn't realised how fixed of mind some people are. Which doesn't help me right now. What I shall have to do is train one of my girls to do the preparatory office work, since I can easily enough make sure she is not interrupted. I suppose all this is an admission of my own inadequacy? The truth is I hate having to take work home...

Sales and marketing are what Beecham do best, according to John Robb, but with the rare bonus of doing it profitably through the best product portfolio in the market place. "It's one thing to have good products but another to market them efficiently, skillfully and profitably." Not surprising Mr Robb's own background is sales and marketing.

Educated at Stewart's College, Edinburgh he spent eight years with H.J. Heinz as a market research executive and five years with Associated Fisheries as product manager, prior to spending one year with the Young & Rubican advertising agency as a marketing executive and joining Beecham's Toiletry Division in 1966 as a marketing executive. His personal career landmarks often coincide with Beecham's and centre on product launches, acquisition, disposals and missed opportunities.

Beecham's budding executives are generally given a one-way ticket to some far off land to prove themselves. "The company may forget you, but it won't forget to look at your sales figures. If they're good it will check to see just who has turned in the performance and give them a return ticket to another far flung and demanding corner of the globe."

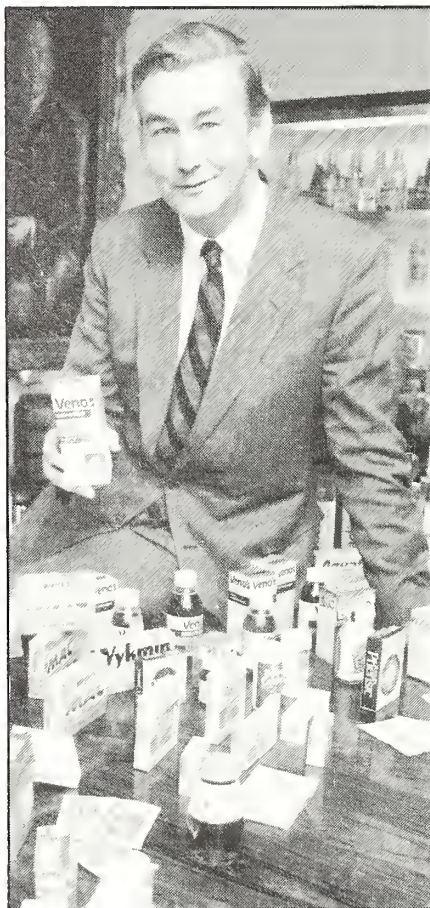
Mr Robb's proving ground was Kuala Lumpur and the USA, where he was responsible for sales of Beecham consumer products in Latin America. His reward for success was the then "worst job" in the company — managing director of Food and Drink Division, but based in the UK.

Company policy for "growing" new executives has not altered much over the years: grow your own, improving your chosen stock by natural selection, while importing hardy annuals developed by competitors. Last week Peter Glynn-Jones was given his ticket to one of the biggest jobs in Beecham — president of their US consumer products operation — after just two years in the limelight. He headed up the UK proprietary medicine business from late 85 and then added Toiletries as managing director, Proprietary Western Division. Under his leadership the UK OTC medicine part of Beecham prospered. Now led by Peter Jensen, it continues to shine more brightly than some other sectors. Many Beecham managers are under 40 years old — and, as Mr Robb points out: "In ten years time he'll be my age, and I'll be 60. All I've ever asked for in any job is a chance to prove myself; to be a success. Like me, and our many other successful young managers, Peter Glynn-Jones now has that chance!"

Mr Robb prefers his sales figures to speak for his abilities rather than be bullish or pompous about his performance. He

The Beecham powder plot — or John Robb's prescription

Group managing director John Robb joined Beecham on May Day, 1966. Some 20 years on, and one year into his big challenge, he exudes the quiet optimism of a canny Scot who knows where his own and his company's next penny is coming from. Since the boardroom coup which deposed chairman Sir Ronald Halstead after just 16 months in office, Mr Robb, together with new chairman Robert Bauman, have almost completed Beecham's 'sale of the decade', off-loading companies in order to concentrate on their core businesses of counter medicines, prescription drugs and consumer products. In the process the share price has leapt by almost 50 per cent to 415p with half-year pre-tax profits up 12 per cent on sales of £1.35 billion. In Mr Robb's first major interview since the board swallowed its Beecham Pill last November, 1985, C&D finds that the medicine is going down rather well with customers, staff, shareholders and John Robb! And that pharmacists, too, could enjoy the company's new prescription.



Beecham group managing director John Robb with their latest Venos medicine

notes that managers, his included, always have a reason for failures. His endeavour is always to concentrate on the things you can change as a manager, and pay less attention to things you cannot control. As food and drinks man under Halstead, he hated the thought that the weather could affect sales and sought to market products aggressively throughout the year and thus dominate the weather. This philosophy is now being applied to medicine sales. However, the overriding tenet of Beecham marketing is heavy, almost continuous advertising for major brands, including both P, and GSL medicines.

"Advertising is the only way to keep out of the commodity race and in the 'added value' business. Beecham have always been alert to the requirements of the retail trade. Only if we co-operate with them will we get the best return on our advertising investment."

The business plan for 1986-89 includes 30 line extensions and launches of OTC medicines, with a greater emphasis on P brands. "I believe we have marketed our core medicine brands better than any other company could have done. We pride ourselves on providing the sales service appropriate to each type of trade with which we deal.

"We will continue to advertise heavily our major medicine brands, usually on television. It's then up to our customers to convert that brand pressure into sales."

Mr Robb says Beecham recognise the

trend towards self-medication for minor ailments and consider the pharmacist to be a vital ingredient in the health care mix. He cites the recent launch of Veno's night-time (P) for children, and the investment behind the Oxy range (P), as evidence of their faith in pharmacy. "We recognise the advisory and professional role of the pharmacist and have specific plans to capitalise on this in the UK."

But he thought it was too early to speculate on whether Beecham would ever seek to turn their clutch of record breaking POMs into counter-prescribed P products. "We are hoping that Augmentin will take over from Penbritin and Amoxil."

Beecham have a number of pharmaceutical products which Mr Robb wants to see on the market for the 1990s including Eminase, a novel treatment for acute coronary thrombosis and BRL 434915, a potassium-channel activator with a completely novel way of reducing high blood pressure. Known as a successful antibiotic house, the company is now diversifying into other therapeutic categories. It has high hopes for the anti-rheumatic nembumetone, to be marketed as Relifex. Mr Robb says the company will continue to invest even more heavily in R&D.

This investment and the need for cash to drive sales through advertising, coupled with what, for Beecham, was a flat sales and profit performance for some three years, prompted it to put "For Sale" notices on various companies earlier this year. "How nice that we could sell in a bull market," says John Robb, with a satisfied smile. Over £300m extra in the bank will reduce borrowing and interest charges releasing capital for advertising, launches, and acquisitions.

Beecham also expect to save on plant and staff costs as the disposals programme nears completion. Mr Robb expects numbers to be at least the same or higher as those shed last year — around 1,300

fewer employees and 30 fewer plants.

Beecham are unlikely to move away from their roots again — their original Beecham Pill factory in St Helens is 100 years old next year. "If we can do better by putting our money in the bank, why try to sell DIY products?" asks Mr Robb, commenting on the £42m cash sale last week of the home improvements businesses in the UK, W. Germany and France. The sale does not include UHU adhesives or the American section, which Beecham hope to sell within three months.

"We tried to develop a third part of our business — home improvements — and it didn't come off. It was an area we didn't fully understand. I consider it a strength that we are able to recognise this quickly and withdraw from that market."

'I leave other people to judge my talents'



Another US limb, the Germaine Monteil cosmetics business, is on the market: the sale should be finalised later this month.

"We are looking for a large acquisition in the pharmaceutical OTC medicine area," Mr Robb says. He notes that it was sales and marketing methods, refined from those developed by their consumer products divisions, that enabled Beecham to capitalise so successfully on their key antibiotics, Penbritin and then Amoxil. Many of the marketing men who achieved this are still with the company today.

Mr Robb managed to escape from the journalistic tag of "Halstead look-alike", given because his career path closely followed that of the former chairman and chief executive.

What particular gifts has he brought to

the group managing director's role? "I leave other people to make judgment on my talents. However, since last November Beecham have made a number of statements of intent. We've fulfilled them."

"Our share price has out-performed the market because I think the company has got a clearer direction. We're talking about increased investment in pharmaceuticals to bring them to the market place quicker. We're talking about increased advertising in consumer products, so our customers — be it the NHS, the High Street chemist of Tesco and Sainsbury — should be content."

"Last, but not least, I hope our employees are more reassured and less unsettled by previous Press speculation about takeovers and our future. The best morale booster for any organisation is success. Sometimes attaining it means a little heartache along the way, and taking decisions not universally popular."

What of the four new non-executive directors on the board and the new committee structure that apparently takes power away from the executives? As a non-executive director on other company boards Mr Robb says they have a dual role: to question major policy developments, and to bring their outside experience to decision making. "Interference is not a word I would apply to non-executives."

Like the non-executive directors Mr Baumann, the new chairman, is able to bring a fresh perspective to the thinking of men who have been in Beecham for years. "A chairman who comes from a different part of the world, and with a different background, can add a new dimension to group strategy development."

"A lot of companies are moving the same way," says Mr Robb. "What, hopefully, will come out of the arrangement is that to run a group of this size two heads should prove to be better than one. We're very optimistic for our future, but teamwork is the key."

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GAYFERE HOUSE, GAYFERE STREET, LONDON SW1P 3HP
BANKING ACT 1979 - LICENSED DEPOSIT TAKING INSTITUTION

H.N. Norton & Co Limited wish all their customers the Compliments of the Season and advise them that we shall close for the Christmas holidays at 12 p.m. on Wednesday, 24th December. Orders received up until 4 p.m. the previous day will be processed and despatched before closure. A skeleton staff will be operative within the Sales and Packaging departments until normal business resumes on Monday, 5th January 1987.

LRC join fight against AIDS

LRC Products Ltd are joining in the anti-AIDS campaign with the offer of free Durex Elite and the distribution of leaflets through pharmacies.

A double page spread in the *Daily Mirror* and *Scottish Daily Record* on December 20, 22 or 23 (the date had not been confirmed as C&D went to press) includes a Freepost address to which readers may apply for a free pack of three Elite per person. Using the slogan "Durex has always been for safer sex", the advertisement explains that Durex has none of the side effects associated with the Pill or IUD, and can help protect against cervical cancer as well as AIDS and other sexually transmitted diseases.

An offer in the *Sun* on November 21 attracted 60,000 requests for free condoms. The company is waiting to see the response to the new advertisement before deciding on further plans. LRC chose a Freepost service in preference to free offers through pharmacies because they thought it would be quicker and need less manpower.

All pharmacies will be mailed before Christmas with a window sticker saying "Durex has always been for safer sex". In early January pharmacies will receive a factsheet on AIDS and the condom, with a question and answer sheet for assistants.

By the end of January a consumer leaflet giving safer sex guidelines will be available for pharmacists to distribute to customers. The leaflet will also be issued through family planning clinics and doctors' surgeries.

The company says that although Elite is the brand being offered free, all Durex brands are equally effective in helping prevent the spread of the AIDS virus. *LRC Products Ltd, North Circular Road, London E4 8QA.*

Fishy tale on TV

Lofthouse of Fleetwood begin their biggest advertising campaign ever for Fisherman's Friend this month.

Adshel posters including the message "stronger than a Force Nine Gale" will appear this month, followed by a £750,000 national television campaign in January and February. *Lofthouse of Fleetwood Ltd, Maritime Street, Fleetwood, Lancs FY7 7LP.*



ON TV NEXT WEEK



GTV Grampian B Border C Central CTV Channel Islands LWT London Weekend C4 Channel 4	U Ulster G Granada A Anglia TSW South West TTV Thames Television BT Tyne Tees	STV Scotland (central) Y Yorkshire HTV Wales & West TVS South TT Tyne Tees
Actifed:	All areas except Ulster	
Andrews:	All areas	
Askit powders:	GTV, STV	
Benlyn day & night:	Y	
Benlyn expectorant/paediatric:	All areas, C4	
Brontyl:	G	
First Response:	G, Y, C, A, TVS, LWT	
Flex haircare:	All areas	
Imperial Leather Gold Shampoo:	STV, G, Y, A	
Jaap's Health Salts:	GTV, STV	
Jerome Russell products:	All areas, Bt	
Karvol:	All areas	
Listerine:	All areas	
Mentholyptus:	All areas	
Pea Douce Babyslips:	Bt	
Resolve:	All areas	
Robitussin cough medicine:	All areas	
Simplicity:	All areas, C4	
Sinutab:	All areas	
Strepsils:	All areas	
Yardley Chique, Lace, White Satin.		
Pure Silk and Gold:	All areas, C4, Bt	

Numark news

January's Numark promotion will include the following key lines: Alberto VO5 shampoo, Andrex, Canderel tablets, Kleenex for Men, Mum, Nivea shampoo and conditioner, Nurosoft all-in-one disposable nappies infant and toddler, Poly Foam perm, Right Guard aerosol, Steradent tablets and Sunsilks hairspray.

Family Care lines include: Benlyn expectorant, Contactasol 10.10, Cystemme, Day Nurse, Effic tonic, Night Nurse, Nucross medicated pastilles, Numark soluble aspirin tablets, day cold relief, expectorant cough relief, night cold relief, Numark paracetamol tablets, TCP pastilles, Veganin and Woodward's gripe water.

Choice buy lines include: Alberto VO5 hot oil and styling mousse, All Clear shampoo, Biactol, Body Mist aerosol, Brut 33 splash on lotion, Gillette foamy, Imperial Leather talc, Libra press on towels, Milupa drinks, Recital colourant, Silvikrin hairspray, Simplicity Night-time, SR, Vaseline intensive care lotion, Vaseline petroleum jelly, Vitapointe, Wella balsam shampoo and conditioner.

Independent Chemist Marketing Ltd, 51 Boreham Road, Warminster, Wilts.

Putting people in the picture

Ilford are promoting their XP1 400 black and white film next year, underlining the fact that it can be developed using the colour C41 process.

In early January details of the film and how to process it are being sent to minilabs. This will allow photofinishers to offer "a black and white service with no capital investment", say Ilford. There will also be advertisements in the photographic Press.

Ilford believe people keen on doing their own C&P or enlargements have been put off using the film because they have been wary of the relatively high processing temperatures required. In the past black and white film has taken longer than colour film to have developed by photofinishers and Ilford say the XP1 400 film will help overcome that. The company claims that running the film through colour processing equipment does not affect the colour printing.

XP1 400 negatives can be printed direct onto colour paper giving the photos a sepia tinge. A neutral "proof" black and white print can be obtained by printing through an unexposed strip of Ilfocolor film, say Ilford.

The XP1 400 film produces low grain prints and holds details well even when enlarged to poster size, says the company.

For 1987 Ilford will no longer be sponsoring DJ Mike Smith in his Escort RS2000 at saloon car races as they have done for the last three years. The company is turning to other promotions with emphasis on dealer support.

Also as part of next year's promotions Ilford are expanding their lecture service which has so far been offered to camera clubs. In 1987 it is planned to extend it to other groups including local branches of the Society should they wish. *Ilford Ltd, 14 Tottenham Street, London W1.*

Asses milk soap?

Colgate-Palmolive are developing a new soap to compete with Cussons' Pearl, Procter & Gamble's Camay and Lever Brothers' Lux, according to a report in *Marketing Week*.

The company would not comment on the report, but according to *Marketing Week*, the new soap, Cleopatra, will be launched next Summer, with a 10p price premium over existing brands. *Colgate-Palmolive Ltd, 76 Oxford Street, London W1A 1EN.*

A-tissue on the box

Kimberly-Clark facial tissues will receive £2m of advertising support next year, with £4.5m for Kleenex Velvet toilet tissue.

The facial tissues will be advertised on television and radio from January, repeating the "Italian boy" commercial shown on television this year. A new radio commercial aimed at cold sufferers will be broadcast in the Autumn.

"Even softer" Velvet will be launched in January, backed by new television commercials and a 5p off couponing campaign. *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

H. Bronnley Ltd will distribute Wassen International's Lindenvoss range from January. *H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.*



Optrex have produced an eye care guide for consumers. "Insight into eyes" covers basic first aid for eye injuries, an explanation of how the eye operates and guidance on contact lenses, plus tips for "eyes at work" — directed at the growing numbers of VDU users. Optrex will be publicising the booklet through offers in a selection of women's magazines and regional Press. *Optrex Ltd, PO Box 94, Nottingham NG2 3AA.*

Snap happy

Polaroid's poster campaign on 4,000 Adshels throughout the UK, with additional posters in the Harlech and Tyne Tees regions, runs through to January 1987. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts AL1 5PR.*

Drinks on the face from Miners

Miners are adding Soda Pop shades to their make-up range.

Sarsparilla and fruit cocktail shades are to be added to Pearls shadow quartettes (£1.85), dandelion & burdock and peppermint & raspberry to Mates shadow duos (£1.35) and gingerpop and cherryade will be new blusher shades (£0.89).

And they are introducing four matching shades in lipsticks (£0.79 and £0.99) and nail polishes (£0.99): pineapple soda and lemon citrus; orange soda and seville orange; blueberry soda and brilliant sky blue; and passion flower and day-glo bright pink.

The collection will be available from the end of January, from *Max Factor Ltd, Waterman's Park, Brentford, Middlesex.*

NORTON X NATIONAL PROMOTION '86 WINNING NUMBERS AMENDMENT

PLEASE
NOTE

Regrettably winning numbers for the "MG Metro" and "£250 in cash" prizes have not been claimed from our published advertisement (Chemist & Druggist 29/11/86) and therefore it is necessary for H.N. Norton to make the following changes to the competition (rule 10 of the game applies).

Listed below you will see 50 sets of numbers currently in circulation on red competition stickers. If you hold one of the numbers published send your red sticker (affixed to a Norton Game Card) immediately to Prize Draw, H.N. Norton, Freepost, London E18 2LS to reach us not later than last post January 5th 1987. Your Game Card must have your company name and address clearly written on it in BLOCK capitals.

Entrants not holding official Norton Game Cards should contact Carol Bentley on Freephone Norton for further information.

0076806	0089661	0162342	0163227	0000003
0151088	0153399	0098243	0119876	0021910
0076505	0129801	0009217	0151880	0164909
0151093	0165000	0000736	0003168	0077066
0151487	0000012	0083724	0124327	0151924
0076929	0098326	0076325	0026530	0076508
0011337	0003289	0040200	0009890	0008127
0043361	0116500	0151723	0053036	0012121
0000016	0129274	0165000	0002768	0000039
0137740	0101335	0153246	0129895	0000126

All entries received by this date will then participate in a prize draw on the 6th January 1987 made by Mr. N. Norton, Managing Director of H. N. Norton.

The first card opened at the time of the draw will win the M.G. Metro, 1st prize outright and the second card opened will receive the £250 cash prize.

Winners will be notified by January 9th 1987 and arrangements to receive their prizes will be made. (Rules 1, 4, 5, 6, 7, 8, 10 as published on the Game Card still apply).

H. N. NORTON AND CO. LTD., PATMAN HOUSE, GEORGE LANE, SOUTH WATFORD E18 2LS.

It's a Classic for the New Year

Classic Sales are introducing special sizes of their ladies' and mens' fragrances for a limited period over the New Year, while stocks last.

In men's fragrances, Portos will be available in a 30ml after shave (£6.50) and a 30ml eau de cologne spray (£6.95); Ho Hang in a 30ml eau de toilette atomiseur (£4.95), and Marbert Man in a 30ml after shave (£4.95) and a 30ml eau de cologne spray (£4.95). For women, Le Dix, Prelude and Quadrille, all in the Balenciaga range, will be available in a 30ml eau de toilette spray (£4.95); from the Perfumer's Workshop, Tea Rose in a 15ml eau de cologne spray (£6.95) and Le Parfum Salvador Dali in a 30ml flacon (£20). These products will be available from the end of this month until early January, while stocks last, say *Classic Sales Ltd, 150 High Street, Stratford, London E15 2NE*.

Granose go coconuts!

Granose are launching a coconut flavoured soya milk.

Containing no colouring or artificial flavouring, and lactose-free, the milk is made from dehulled soya beans, coconut powder, raw cane sugar and sea salt. Unopened, it has a six-month shelf life, and once opened it can be kept for seven days in a refrigerator. The milk is presented in 500ml tetra packs (£0.40). *Granose Foods Ltd, Stanborough Park, Watford, Herts WD2 6JR*.

Off-colour TV

Andrews liver salts will be advertised on national television for the next six weeks with the theme "When you're feeling off-colour, take Andrews." *Sterling Health, 1 Onslow Street, Guildford GU1 4YS*.

All clear now

Waymaster have produced a water filter jug designed to be easy to use and cheaper than buying bottled water. The jug (£9.95) has a two litre capacity and produces filtered water for less than 3p, says Waymaster. *Precision Engineering Co (UK) Ltd, Meadow Road Works, Bovingdon, Bucks RG1 8LB*.



Parfums Cacharel are adding an eau de parfum vaporisateur to the Anais anais collection. In embossed silver metal, the spray (70ml £35) is refillable. *Parfums Cacharel, Prestige & Collections (UK) Ltd, 30 Kensington Church Street, London W8 4HA*.

Bangle tangle

Mavala are giving away an enamelled bangle with two or more purchases from the Eyelite range. The bangles are available in red, cerise, blue, white and black. *Mavala Laboratories Ltd, 16 Morewood Close, London Road, Sevenoaks, Kent TN13 2HU*.

Lauder go skin deep

Estee Lauder are introducing Re-nutriv III intensive skin therapy (£110). Designed to be used every night for three weeks, three or four times a year, the product will be on-counter from the end of February.

The company is also introducing Spring make-up shades are called Alfresco colours. They include three new colour collections for eyes, two single blushers and two duos, and six new lip shades. *Estee Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1X 0BH*.

Oh nappy day!

Boehringer have produced a leaflet on nappy rash for nurses to use in their clinics. The booklet mentions their Conotrane cream. *Boehringer Ingelheim, Southern Industrial Estate, Bracknell, Berks RG12 4YS*.

Try Dry!

Cussons are introducing trial sizes of Imperial leather dry roll-on deodorants in January and February (32ml £0.39). *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL*.

For big babies?

Aptamil and Milumil baby milks will now be available in 450g (replacing the 300g) and 900g packs. These sizes comply with DHSS requirements and may be exchanged for welfare food milk tokens. *Milupa Ltd, Milupa House, Uxbridge Road, Hillingdon, Middx UB10 0NE*.

CHRISTMAS CLOSINGS

Squibb and Squibb Surgicare: from 12.30pm on Wednesday, December 24 through to Monday, January 5.

Answerphone for the whole period on 051-677 2201 (Squibb) and 051-677 2207 (Surgicare). Emergency calls on 051-677 0171.

Evans Medical Ltd: From noon on Wednesday, December 24 through to Friday, December 26 and on Thursday, January 1, emergency calls will be dealt with on 0582-608308. From Monday, December 29 through to Wednesday, December 31 and on Friday January 2, a limited service will be in operation during office hours.

Menley & James Laboratories Ltd: from noon on Wednesday, December 24 through to Monday, January 5. Telephone calls will be dealt with by security staff on 0707-325111.

Lederle Laboratories: from noon on Wednesday, December 24 through to Monday, January 5.

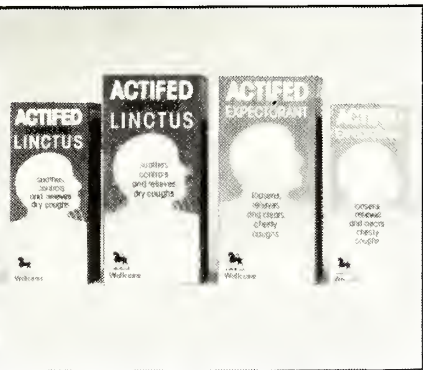
Bioglan Laboratories Ltd: the despatch department, from Tuesday, December 23 through to Monday, January 5.

Paines & Byrne Ltd: from 5 pm on Tuesday, December 23 through to Monday, January 5.

Dendron Ltd: from noon on Wednesday, December 24 through to Monday, December 29 and then from noon on Wednesday, December 31 through to Monday, January 5.

William Ransom & Son plc: from 12.30pm on Friday, December 19 through to Monday, December 29 and on Thursday, January 1.

Immuno Ltd: from 12.30 pm on Wednesday, December 24 through to Monday, December 29 and on Thursday and Friday, January 1 and 2.



Cough up for the family

Wellcome Consumer Division are introducing a "family size" Actifed Compound linctus and Actifed expectorant for January 1987. The 200ml bottles retail at £2.75, and the brand will be supported by increased television advertising until March, say *Wellcome Consumer Division, The Crewe Hall, Crewe, Cheshire CW1 1UB.*

Jenks Brokerage will take over distribution of Hermesetas from January 5, 1987. *Jenks Brokerage, Castle House, Desborough Road, High Wycombe, Bucks HP11 2HS.*

No more Airbron

Duncan, Flockhart have stopped manufacturing their inhalation mucolytic **Airbron**. The company says that the Committee on the Review of Medicines had requested further data on **Airbron**, which they could not provide. The product will be discontinued when stocks are exhausted. The company's two other acetylcysteine products, **Parvolex** and **Ilube** eye drops (with hypromellose) remain available. *Duncan, Flockhart & Co Ltd, 700 Oldfield Lane North, Greenford, Middx UB6 0HD.*

Alupent expectorant, **Bisolvomycin**, **Bisolvon** and **Organidin** are being discontinued at the end of December. Credit will be given for complete packs returned to wholesalers by Friday, February 27, 1987. All other **Alupent** preparations continue to be available as before, say *Boehringer Ingelheim Ltd, Ellesfield Avenue, Bracknell, Berks RG12 4YS.*

Neo-Mercazole tablets are being redesignated **Neo-Mercazole** 5 tablets, to

emphasize the carbimazole content. Tablets will, in future, include a figure "5" on one face, and a "BS teardrop" logo on the other. Supplies of the new tablets will commence when present stocks are exhausted. *Nicholas Laboratories Ltd, PO Box 17, 225 Bath Road, Slough, Berks SL1 4AU.*

Metformin 500mg tablets (500 £11.95 trade) are now available from *Rorer Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, East Sussex BN21 3YG.*

Cytosar is now available in a 10 by 500mg without diluent pack (£149.50 trade), say *Upjohn Ltd, Fleming Way, Crawley, West Sussex RH10 2NJ.*

Debrisan is now available as absorbent pads (7 by 3g £19.88 trade). *Pharmacia Ltd, Pharmacia House, Midsummer Boulevard, Milton Keynes MK9 3HP.*

Provera 5mg tablets are now available in a 40-tablet child-proof bottle (£4.48 trade), say *Upjohn Ltd, Fleming Way, Crawley, West Sussex RH10 2NJ.*

OLD SPICE WINDOW DISPLAY COMPETITION

The winners of Shulton's competition to find the most attractive and effective OLD SPICE window display are:

1st Prize — Fortnight fly-drive holiday for 2 in California
IAN NOBLE CHEMIST, FORRES, MORAY

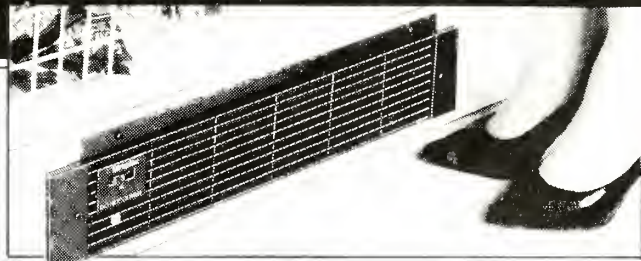
Grand Draw — 11 day holiday for 2 in Spain, touring the ancient castles of Castile
HAYS DRUG COMPANY, DAGENHAM, ESSEX

30 Runners Up win a ship decanter and 6 tumblers

- Colton (Woodside) Ltd, Bushey, Herts
- James J McKeagney, Lurgan, Co Armagh
- Krazy Kuts, Plymouth, Devon
- A C Pearson Chemists Ltd, Torquay, Devon
- R & JA Brown, Warrington, Cheshire
- W L Bray, Buckfastleigh, South Devon
- Croy Chem Ltd, Croydon, Surrey
- W Smith (Durham) Ltd, Durham
- Crompton Cosmetics, Oldham, Lancashire
- M Broome Ltd, Matlock, Derbyshire
- B Thomas MPS, West Yorkshire
- Ian Mackenzie MPS, Aberdeen
- Mrs J Barnes, Lichfield, Staffordshire
- Main Chemist, Broughton Astley, Leicestershire
- Ribbleton Pharmacy Ltd, Preston
- Mr A R Patel, Penge, London
- Mrs G Richardson, Stapelford, Nottingham
- John Wilson MPS, Kirkcudbrightshire
- Scotia Chemists, Bearsden
- Sarson & Son, Paignton, Devon
- Co-op, Milton Keynes
- M Cummings, Lonsdale, Lancashire
- John Wilkes, Wolverhampton
- Bruce Scott, Grampian
- T A Rhodes Ltd, Nr Wolverhampton
- John Hiatt Ltd, Coventry
- Y S Docrat MPS, Brighton
- Strickland and Holt Ltd, Cleveland
- Bryne Jones, Seaton, Devon
- Mason and Son (Chemists) Ltd

Fully-fitted fan heaters

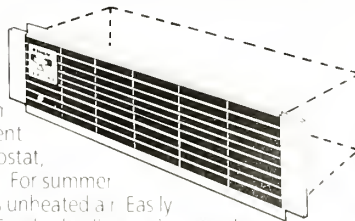
to save space and put heat where it's wanted



BUILT-IN FAN HEATER Model BUH 24T
with choice of 0.8kW, 1.6kW or 2.4kW outputs

This built-in fan heater can be mounted into fitted units, fascias, false walls or display units — to avoid taking up valuable wall or floor space — in homes, retail premises or offices

The controls are remote and can be mounted anywhere convenient. The heater has a variable thermostat, and a thermal cut-out for safety. For summer use, a fan-only setting circulates unheated air. Easily installed, requiring no ducting. Finished in 'bitter chocolate'.



Dimplex Dimplex Heating Limited
Millbrook, Southampton, SO9 2DP
Telephone: 0703 777117

Max Factor's make-up movers

Max Factor are introducing new "Jet Setter" and "Italian dawn" colours to their make-up and adding a "Work out with colour" collection to their Maxi range.

Using a round the world theme, the Jet Setter range comprises: a Natural Glow blusher (£2.15) in Caribbean pink; Shadow Silk duo (£2.15) in African violet/orchid and oasis/Safari gold; and matching Moisture Rich lipstick (£1.99) and extra-wear nail enamel (£1.70) in Mexican rose, flamenco red and Indian spice.

The Work out with colour collection includes: Soft Lustre lipstick (£1.80) and matching nail enamel (£1.50) in lilac shuffle, lemon hop and orange swing; lustre colouring pencils (£1.75) in apricot lustre and silver slate lustre; and duo eyeshadow (£1.80) in Latin hustle, coconut samba and tangerine tango.

And the "Italian Dawn" colours offer marble blue, Venetian green and good as gold in single eye shadows (£3.40); golden piazza and champagne rose in powder blusher (£4.65); ice blue and ice jade in kohl pencils (£2.95); and matching nail enamel (£2.95) and long-lasting lipstick (£3.45) in pink cassata, sunrise cerise and sienna dawn.

All the new shades will be available from the beginning of February from *Max Factor Ltd, PO Box 3, Frances Avenue, West Howe, Bournemouth BH11 9PL*.

Mandatory!

Mandate are running a money-off promotion on their 50ml aftershave and aftershave spray, from January through to March, 1987.

Promotion packs will retail at £4.50 (usually £4.95) and will be highlighted by a colour sticker. Distributed by: *Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks*

A Clever tip

Pretty Clever products are now supplying Topsy Tips nail tips separately (£2.45) as well as in a nail kit containing glue, buffers and an orange stick. They are available in boxed outers of 24 from, *Thomas Christy Ltd, Christy Estate, North Lane, Woburn, Bedfordshire MK12 4QP*.

Enri L. Jaccaz & Co is now sole distributor of Summer's Eve disposable tampons (£1.35, 4.5oz bottle).

Spending growth set to continue

The story of 1986 continues to be one of a consumer spending boom but of only modest overall output growth, while the outlook is for higher inflation and an emerging overseas trade deficit.

Economic growth accelerated during the third quarter, suggesting that the Government forecast of 2.5 per cent expansion in 1986 will be achieved, and adding credence to its prediction of 3 per cent growth in 1987. The National Institute for Economic and Social Research is sticking to a gloomier view, forecasting only 2.4 per cent growth in 1987, and a slowdown to 2.1 per cent the next year.

Manufacturing picked up in the third quarter, with output 1 per cent higher than in both the previous quarter and the same period in 1985. Output of chemicals

increased by 3 per cent between the two latest quarters, to a new record level.

Provisional figures show UK manufacturers' total sales of pharmaceutical products increased 8 per cent between the first and second quarters of 1986, to a value over 12 per cent higher than in the second quarter of 1985. Exports were up 4.5 per cent on the twelve month period, while the value of imports was unchanged. Total UK consumption of pharmaceutical products during the second quarter is estimated at £728m — £720m the previous quarter — and £640m

Business Statistics

Prices and costs

	Latest data		Previous data		% change on year
Retail prices (January 1974 = 100):					
all items	Oct	388.4	Sept	387.8	3.0
medicines, toiletries	Oct	424.3	Sept	423.8	5.1
Producer prices (1980 = 100):					
manufacturing industry, excl food	Oct	143.2	Sept	142.9	4.0
chemical industry	Oct	132.9	Sept	132.3	0.4
pharmaceutical products	Oct	142.8	Sept	142.2	3.0
toilet preparations for men	Oct	152.2	Sept	152.2	1.1
other toilet preparations	Oct	141.2	Sept	141.0	6.5
surgical dressings	Oct	164.2	Sept	164.0	5.7
photographic materials and chemicals	Oct	140.4	Sept	139.9	3.5
Average earnings* (January 1980 = 100):					
distribution and repairs	Aug	176.3	July	167.7	7.4
chemicals and man-made fibres	Aug	192.5	July	192.3	6.5

Output & overseas trade

Manufacturers' sales* (current prices) £m:					
pharmaceutical products	2nd qtr	964.0		893.0	12.0
perfumes, cosmetics and toilet preparations	2nd qtr	309.0		279.0	5.0
Home sales* (current prices) £m:					
pharmaceutical products	2nd qtr	728.0		720.0	14.0
perfumes, cosmetics and toilet preparations	2nd qtr	276.0		245.0	6.0
Exports* (current prices) £m:					
pharmaceutical products	2nd qtr	400.0		348.0	4.0
perfumes, cosmetics and toilet preparations	2nd qtr	89.0		83.0	7.0
Imports* (current prices) £m:					
pharmaceutical products	2nd qtr	164.0		175.0	0.0
perfumes, cosmetics and toilet preparations	2nd qtr	56.0		49.0	17.0

Sales

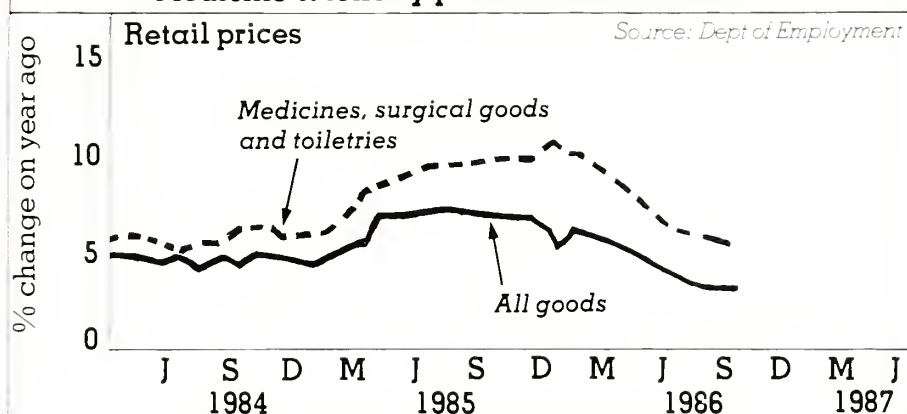
Consumers' expenditure (1980 prices) £ bn	3rd qtr	40.3		39.6	5.2
Retail sales* (value) per week (1980 = 100):					
all retail businesses	Sept	159.0		155.0	10.0
chemists	Sept	198		208	11.0

Business indicators

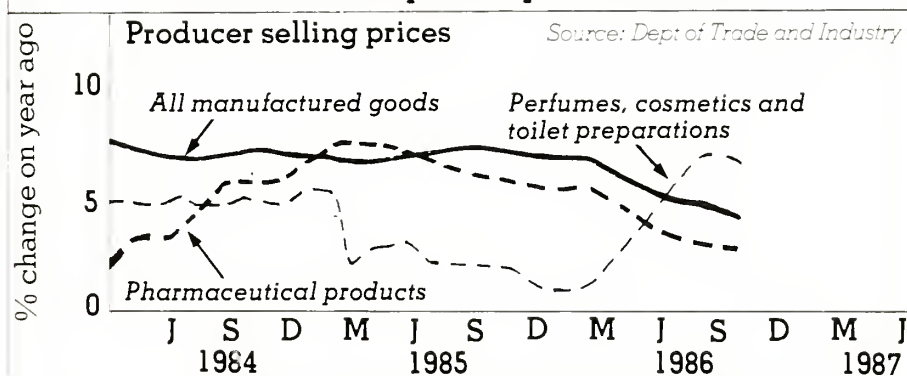
Average earnings index (1980 = 100)	Sept	187.3		187.0	6.2
Capital expenditure (1980 prices) £m:					
distribution	3rd qtr	992		1016	-5.6
Stock changes (1980 prices) £m:					
wholesalers	3rd qtr	-217		-188	—
retailers	3rd qtr	-44		165	—
Unemployment (UK) per cent	Oct	11.5		11.6	1.8

Sources: Central Statistical Office, Department of Employment, Department of Trade and Industry, HM Customs & Excise, OPCS. All figures seasonally adjusted except where marked *

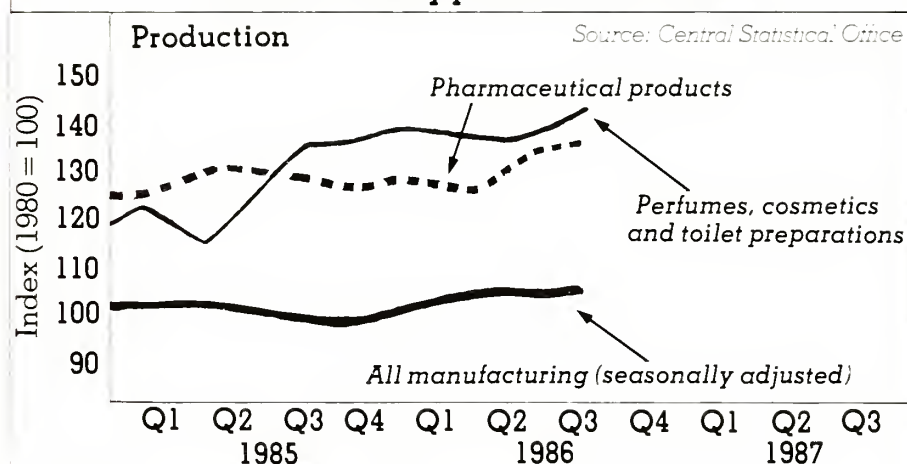
Medicine & toiletry price increases decline



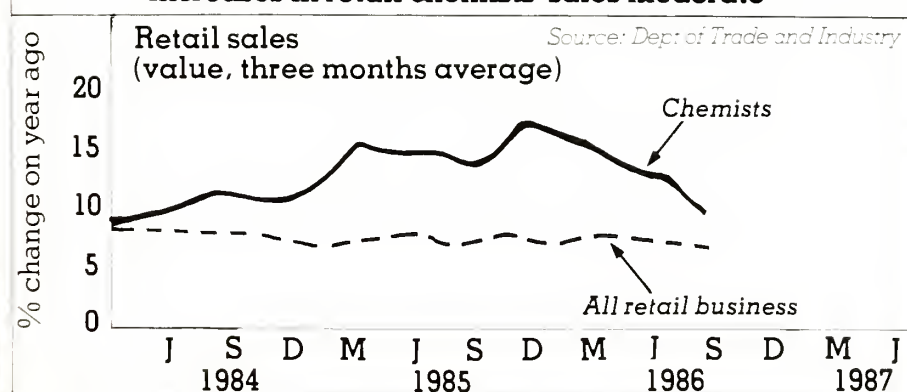
Pharmaceutical product price rises soften



Perfume, toiletry production increases



Increases in retail chemists' sales moderate



in the second quarter of 1985

Output of perfumes, cosmetics and toilet preparations rose 10.75 per cent between the first and second quarters. The value of exports increased by 7.25 per cent on the quarter and by the same amount compared with the second three months of 1985. Meanwhile imports increased by over 14.25 per cent between the first two quarters, and by more than 16.5 per cent on the year. Home consumption is estimated to have been worth £276m in the three months to June.

Wholesalers and retailers saw large cuts in the size of their stocks between the second and third quarters of the year. According to provisional estimates the level of retailers' stocks fell by almost £45m at 1980 prices, seasonally adjusted, in the third quarter. The reduction was the first for two years and came after a period of buoyant sales. The ratio of retail stocks to sales consequently fell from 94.6 at the end of June, to 92.6 at the end of September.

Consumer spending on chemists' goods — pharmaceutical products, medical equipment, toiletry articles and perfumery — will increase in volume by an estimated 8 per cent in 1986, followed by a further 8 per cent in 1987, before slowing to 4.5 per cent in 1988. That, at least, is the expectation of Staniland Hall Associates, published in the latest edition of Consumer Spending Forecasts. Sales of toiletry articles, they predict, will rise strongly, while NHS prescription restrictions may prompt further rapid growth on proprietary medicines.

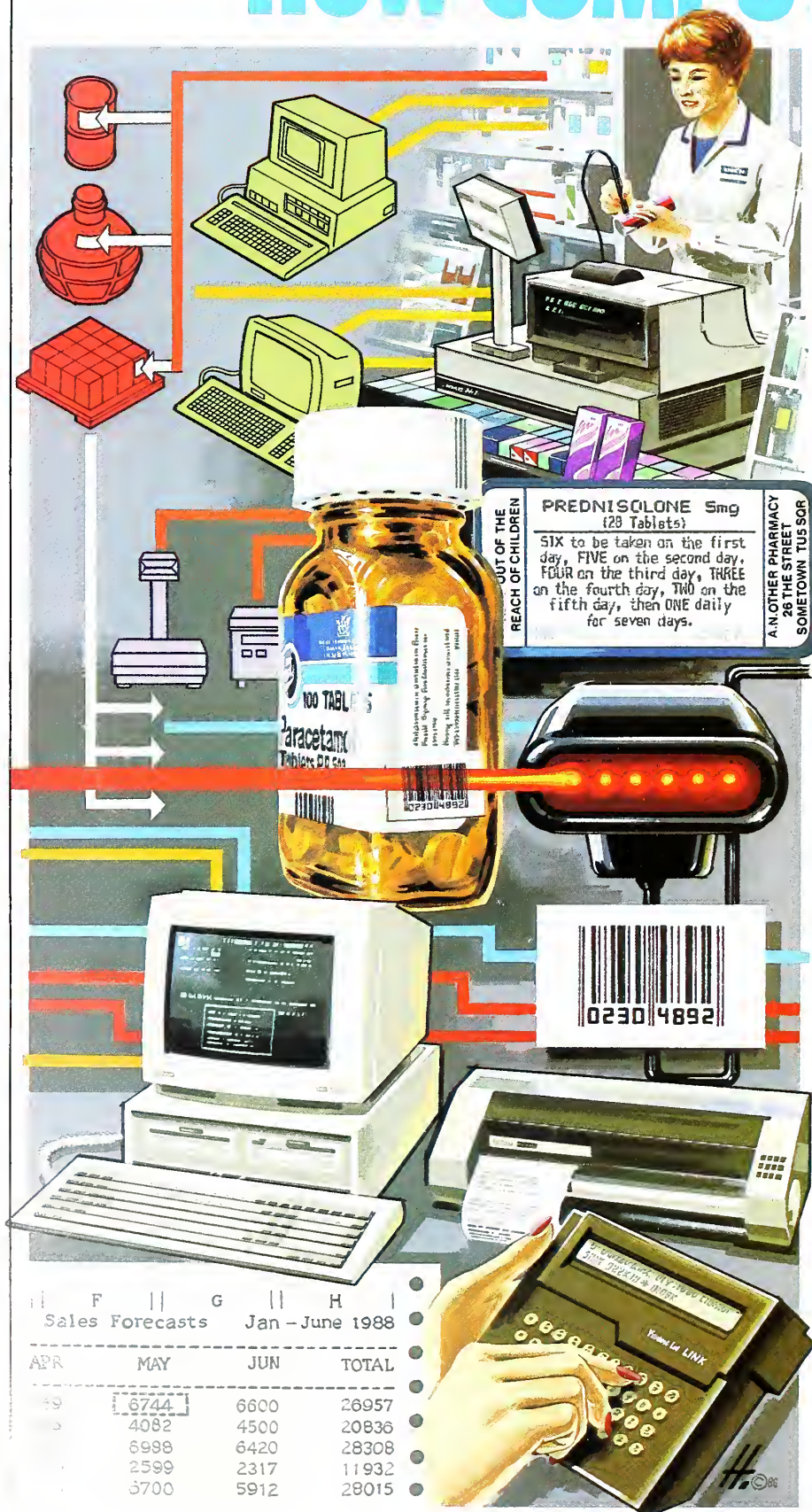
The value of sales by retail chemists dropped by nearly 5 per cent between August and September, with the index standing at 198 (1980 = 100), which is nonetheless some 11 per cent higher than in September 1985.

The latest estimate of total retail sales suggests that volumes softened slightly in October, after record levels in September. In the three months July to September, sales were nearly 2 per cent up on the previous three-month period, and 5 per cent higher than a year before.

On retail prices, the overall rate of inflation held steady in October at 3 per cent, although the retail price index edged up 0.2 per cent on the month. Prices that shoppers had to pay for medicines, surgical goods and toiletries were 5.1 per cent higher than last year.

Further back in the price pipeline there are clear signals of increases ahead. Manufacturers faced a substantial increase in raw material and fuel costs in October, the third consecutive month that the index of input costs has risen. For pharmaceutical manufacturers, material costs rose 0.7 per cent and for perfume and toiletry makers, 0.6 per cent.

HOW COMPUTERS GIVE CHEMISTS MORE MARKET PLACE BYTE



Pharmaceutical wholesalers were among the first industries to exploit the use of the computer in business. Wholesaling has always been highly competitive and the promise that the computer could improve the speed and accuracy of pricing, invoicing and stock control was quickly turned to reality. This improved the wholesaler's service and made twice-a-day ethical deliveries possible. Vestric's managing director Peter Worling charts the progress of wholesaler/pharmacy computer systems and suggests what the next hardware/software developments be.

Once systems were developed to improve the internal wholesale operation it was natural that attention should be turned to the next area of potential saving, handling orders from customers. Order entry through hand-held terminals was developed in America where both wholesaler and pharmacist could see the benefit of using these systems. The collapse of resale price maintenance put pressure on wholesalers by reducing their profits. To compensate, costs had to be reduced and one way of achieving this was through the use of order entry

F		G		H	
Sales Forecasts		Jan - June 1988			
APR	MAY	JUN	TOTAL		
49	6744	6600	26957		
5	4082	4500	20836		
	6998	6420	28308		
	2599	2317	11932		
	3700	5912	28015		



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terminals. Fortunately the discounts then made available to pharmacists prepared to use terminals resulted in a rapid acceptance for this method of ordering. At present between 60-80 per cent of orders received by wholesalers are through a computer terminal.

There are many benefits from using this system. The order is entered into the terminal during the day so that a "wants" pad is unnecessary, transmission is fast, ordering is accurate, while the introduction of a disciplined system helps to control stocks. This is particularly the case where wholesalers provide a priced and coded label for each item supplied. This shows the number bought and the date when the items were purchased. A close check can be kept on product usage, while a code label on each product simplifies ordering.

The order entry system links with the computer so that a priced delivery note can be printed out in the warehouse to enable rapid and accurate assembly of the order shortly after it is received. Following on from this, the wholesaler developed the concept of the in-pharmacy computer which was powerful enough to act as a label printer, order entry terminal and support

management systems including patient records.

Low cost PCs for all

The main news of 1986 is the introduction by a number of manufacturers of a range of low cost personal computers. These will be freely available and have a specification which will allow every pharmacy to have a computer based labelling and order entry device for well below £1,000. This will give the opportunity of gaining an introduction into the use of computers and prove the benefits to retail pharmacy.

These systems are able to do very much more than simple order entry, labelling and stock control. Patient records can be built up by the computer using the information which is input from preparing the prescription. A comprehensive stock control and stock analysis is also prepared giving daily or weekly reports on product usage and other information. Accounting programs help the day-to-day running of the pharmacy and simple word processing programs are available for writing letters and preparing other documents.

The power of the larger personal computer enables more than one of these

programs to be run at the same time and a number of terminals to operate from the same computer. For example, a terminal can be used in the dispensary for labelling and ordering while an additional terminal in the office can be running an accounts program, writing letters or preparing circulars to send to customers.

More interesting are the possibilities of expanding this system. During 1987 cash registers will be available at a reasonable cost which will link into the system and through a bar code reader give the facilities of electronic point of sale (EPoS). This will put pressure on manufacturers to supply all their products marked with the EAN bar code, including new OPD packs. It will be possible to keep a record of dispensed medicines as they are handed out, as well as sales of counter medicine and other front shop items. Hence detailed and effective control of the pharmacy will be possible.

In addition, card readers that enable bank cards to be used for electronic fund transfer will become more widely available.

A further advantage of the larger systems is that they can be connected into other data bases.

The wholesaler, while putting considerable efforts into ensuring that his customers are kept up to date, is not neglecting his own development, and future systems promise even greater efficiency for the wholesaler and a better service for his customer. Stand-alone computer hardware now available will give a blend of remote processing capability while retaining central system control.

In the same way as ordering by the pharmacist from the wholesaler has been improved by the use of terminals, wholesalers can now order electronically from their suppliers using Pharmanet, a system developed jointly by the National Association of Pharmaceutical Distributors and the Association of the British Pharmaceutical Industry. This completes the circle. The pharmacist will dispense a prescription, the quantity of product used will automatically be recorded and transmitted to the wholesaler, who after supplying the pharmacy, in his turn consolidates his requirements and sends these electronically to the supplier's computer. The next development the industry must absorb is automatic order assembly, reducing costs to the wholesaler and improving the service to the pharmacy.

The dramatic improvement in efficiency that the use of computer systems has brought to the wholesaler, will force him to continue to keep up to date and to ensure that his customers also have access to the most up to date systems. The interdependence of community pharmacist and wholesaler on effective computer systems and on each other will continue to grow.

How labellers broke the data bank

The ability of the modular type of equipment to display more information and show the label being built up on the screen, combined with the facility to use it as an independent computer for other tasks, resulted in this becoming the more popular.

The equipment is a combination of the use of a data base (a file of information) and a word processor (system to control the layout and printing of the information). This gives the user the ability to produce a label without typing all the wording and keep a record of certain information relating to the products and prescriptions. The range and quality of these functions is dependent on the program (software) as the computer is only as good as the program that it uses.

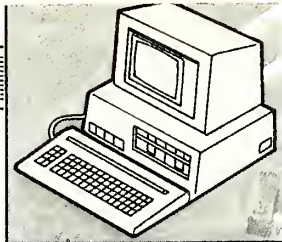
The modern computer labellers will produce labels very quickly (up to 15 per minute) with the drug name and quantity underlined, all the wording neatly laid out and the dosage warnings automatically stated with the date and patient name. In addition to all this the system can keep a record on the number of forms and items ordered, monitor drug interactions,

During the late 1970s, two types of labelling systems developed. The first being a dedicated labeller with built-in printer and often a one-line screen. The second type of system is a modular type and consists of a computerised printer, a screen to display the information and a microcomputer to control and manage the process. Mike Sprince, md of Park Systems Ltd, examines the current state-of-the-art.

highlight items to be ordered and many other functions. Information relating to the drug such as re-order codes, drug interactions etc can be displayed. The computer itself can be used to run either tailor made or "off the shelf" software packages. This means that the systems can also be used for wordprocessing, account work, spreadsheet, mailing lists etc. This flexibility means that changes such as the recent recommendation about dosage warnings on the labels can be catered for.

One of the latest developments is that of "data transfer" from the labelling computer, via the telephone line to other computers. This enables orders to be transferred to wholesalers and information services like PINS to be accessed.

The future holds exciting developments in providing the pharmacist with more useful information relating to patient history and drug information but, at the end of the day, it is up to the pharmacist to help the patient. The computer is just a piece of equipment to help give him or her more time to perform this important task.



'Don't ring me, my modem will ring you..!'

Since man's earliest days, he has been trying to develop new and better ways of communicating. John Richardson, pharmacist proprietor of the firm of the same name, believes the advent of the microcomputer has probably been the most important advance since telephone and radio became part of our everyday lives.

Pharmacy has rapidly developed computerised systems and applications, built around the Pharmaceutical Society's requirements for printed labels in January 1984. About 70 per cent of all pharmacists now have computerised labelling systems, a dramatic increase from the 5 per cent level five years ago. Now, with such power at our fingertips, we are in a superb position to improve our professional skills and efficiency through electronic communication. Just as you can speak to any one of millions of people using the phone, your computer can communicate with a vast number of other computers via the telephone network. It can send and receive messages, but it is important to point out that modems vary in speed of transmission — and, although the slower ones (eg Baud rate 300) tend to perform well enough, they do take a long time, which means higher telephone costs. The faster speeds (eg 1,200 Baud rate) are much more appropriate for transferring large amounts of information so, if in any doubt, select one that can perform at either speed, ie is full switchable. It can then communicate with any number of different computers and will save hours of frustration in trying to transmit or receive, lengthy pieces of information. Many pharmacists will have the old GPO modems on rental. It may be wise to now return these to British Telecom and fit a new plug-in socket for a multi-speed modem recommended by labelling manufacturers.

Easy sophistry

Although the underlying technology is sophisticated, in practice communicating electronically is easy — all you need is your pharmacy computer, a modem and telephone together with the appropriate software. But a word of warning. Many pharmacists are tempted to buy labelling systems based on computers which cannot communicate easily. Pharmacy labelling systems should be versatile enough to satisfy the changing needs of the pharmacist. Printing labels is merely a start. Many older systems will require expensive interfaces to be fitted even before attaching a communications modem.

Perhaps the most exciting recent advance is automatic ordering direct from labelling system to wholesaler. While labels



Automatic ordering via labeller to wholesaler

are produced, the system simply remembers what is used and works out what needs to be re-ordered, so there's no longer any need to type codes into a separate key-pad. Extensive trials have shown that this development saves time and money and will make mundane re-ordering a thing of the past. Modern software now offers this facility without the necessity of entering all initial stocks and each delivery.

The storage and retrieval of information has been revolutionised by computer technology and we can now tap into great stores of information held on other people's computers. "Viewdata" computer services access a vast spectrum of information depending on which service you choose. For example, the Pharmacy Information and New Service (PINS) provided by the Pharmaceutical Society, offers many services ranging from up-to-the-minute information on drug recalls and withdrawals to matter concerning law and ethics. All information is constantly updated and is inexpensive to retrieve. Martindale-on-Line has been available on computer since the Summer of 1984. Another database, Medline, holds information from many thousands of medical journals, and searches may be made on medical topics.

What of the future? Well, the rapid advances in electronic communication are bound to continue at a breathtaking rate. Computer manufacturers will soon be able to communicate directly with users. They

will soon be able, for example, to send down the line new programs, messages, correct faults, handle queries and even wish customers a "Merry Christmas". It will also be possible for customers to form their own "closed user group" (CUGs) — exchanging ideas, tips and experiences. It really is very easy to communicate in this way and what's equally important — it's fun!

Three labelling manufacturers are already involved in trials with the Prescription Pricing Authority, using electronic communication to improve the prescription pricing procedure. The pharmacy labelling system automatically holds all records to prescriptions dispensed, and at regular intervals this information is transmitted down the line to the Pricing Bureau, whose computer instantly calculates the remuneration due. If this type of development make life in pharmacy easier and has financial benefits then it will get support. Any labelling system must be capable of supporting these developments.

Pharmacists now have access to the largest library in the world — one that doesn't take up any shelf space, doesn't involve searching through thousands of pages, and never closes. In fact there are so many ways that electronic communication will help to make pharmacies more professional, efficient and, hopefully, profitable, that it is hard to imagine the pharmacy of the next millenium!

NPA goes with Amstrad

The National Pharmaceutical Association is launching the "NPA program", labelling software compatible with the Amstrad PCW 8256 and PCW 8512 that, for £99, includes a full working manual and three-months advice hot-line (0532 484746).

The NPA's Business Aids Department has negotiated terms for members with Amstrad for delivery of the PCW 8526 (256k computer, VDU and printer) for £390, and for the 512k PCW 8512, for £488. Hardware maintenance and 24-hour response can be arranged (£37 first year). The software for the 8256 has 620 names in the memory with add-on capability of 100: the base capacity of the 8512 program is 2,000 drug names.

The NPA (0727 32161) says it should meet the growing need for members wishing to buy and maintain their own hardware locally. The system has been tested and found to be: user friendly; flexible; incorporates January 1, PSGB warning requirements; able to produce stock labels for own-name standard packs and print users name and address on blank labels, and underlines text at will.

Record systems, record results

Computerised pharmacy patient record systems, or more accurately patient medication record systems, first appeared in the UK in 1979. The "first generation" systems provided labelling, stock control and accounting, drug interaction monitoring, warnings and management reports in addition to patient records. Unichem director David Walker explains why pharmacists have been reluctant to get involved.

The first systems typically were written using simple programming languages and utilised small capacity micro-computers with floppy disks only. Microtechnology was in its infancy, was relatively slow, and reliability was a problem.

By 1982 for instance, Unichem had installed over 100 of these systems (Pride) and felt it was time to conduct a detailed user survey to determine the relative use of the various features available. Selected sources of opinion were also sought, for example the schools of pharmacy. We found that the demand for patient medication records was less than 3 per cent of users.

However, it was generally agreed that the existence of patient records enhanced the professional image of the pharmacists, but that it was expensive and too slow in operation. Speed could easily have been improved by utilising a hard disk on the microcomputer, but only by further increasing the cost. We must remember that

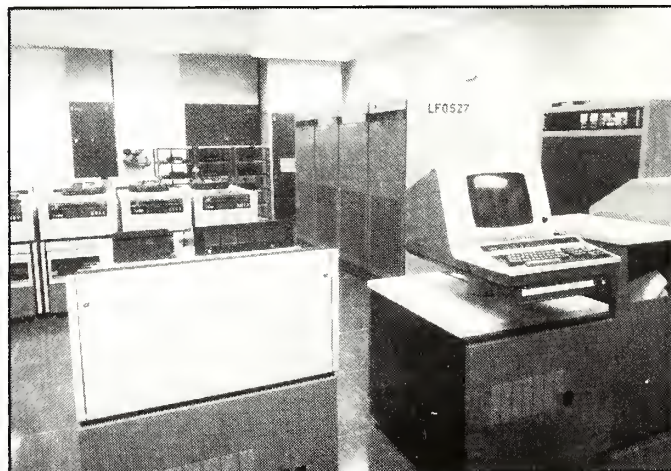
the progress to date had been achieved through wholesaler developments on behalf of their customers. Pharmacy had not received financial aid from the Government as had the doctors and dentists. However, the schools of pharmacy generally took the view that the patient record facilities should be employed in retail pharmacy almost irrespective of the associated costs.

One of the main problems surrounding patient medication systems is the non-existence of patient registration. While the patient has complete freedom of choice as to which pharmacy should dispense a prescription, the patient's medication record held in any one pharmacy will probably be incomplete, thereby negating the true benefit.

This is leading to two alternative approaches: firstly, systems as in use today but of limited application (eg nursing home medication records); and, secondly, where the records are held by the patient and not in the pharmacy. The systems today are relatively less expensive — all employ hard disks to improve speed and storage capacity — but copies of the records on the hard disks remain a problem.

Interesting developments continue to take place in the area of "portable" records. In the future we could see both alternatives in widespread use. The "portable" patient medication record could be in the form of a "smart card" (similar to a credit-card and capable of storing sufficient data in respect of a patient's prescriptions for two or three years). Full acceptance of such a card naturally depends on virtually all pharmacies, dispensing doctors and hospitals being equipped with the necessary technology to read and update them. As the capacity of "smart cards" increases, it is foreseeable that they could become a full medical data card — the possibilities are endless. And, as more pharmacies find that they can justify the cost of further sophistication, attention will be turned more towards the support and long-term viability of the system supplier.

The heart of the matter — the wholesaler's mainframe computer



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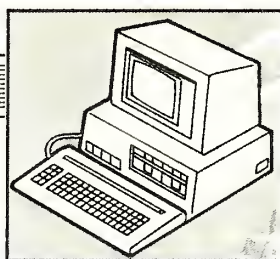
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The point of Point of Sale

Every sector of the retail industry is now using electronic point-of-sale (EPoS) in some form or other, and pharmacy is no exception — the first tentative steps here were taken ten years ago. Data captured as goods are sold can be used to generate profit that would not otherwise have been earned. Colin Bell of Fairsan Ltd explains the benefits of the system for pharmacies.

The number of pharmacy EPoS applications is increasing as manufacturers mark products with the European Article Number (EAN) in bar code form. These can be read by either hand-held or fixed light pens or scanners, connected to a till, saving the need to code each product and key enter it when making a sale. All the codes can be stored in RAM (random access memory) in the till along with the price. Large superstore retailers using this technique known as price look-up (PLU), save themselves the task and cost of price marking their products. However, because pharmacy stocks relatively small quantities of thousands of products independents will still price mark each item. For this reason some pharmacies are using lower cost bar code reading tills with no PLU: the assistant keys in the price as necessary.

All usual pharmacy transactions from refunding a faulty product to providing a professional service can be entered into the system, and where a product is not yet barcoded, the National Pharmaceutical Association's Pharmaceutical Interface Product Code (PIP) can be used. Generally this is key entered and its main use is for cosmetic perfumes, and some, but not all, sundries. Two recent surveys showed that about 83 per cent of the products EPoS pharmacies were selling are now bar coded.

EPoS in practice

Some tills have pre-set keys for certain transactions so that one key entry does the whole input job, a facility which is often used for NHS prescriptions. Stock receipts need to be entered and this can be done either into the computer direct, into the till (especially in branch pharmacies), or into a separate portable data terminal (PDT). Use of a PDT keeps the computer and till free for other tasks and provides a battery driven data recorder. In the event of a power failure this can capture sales data.

Tills are either connected on-line to a computer, updating a stock record every time a sale is made, or as is more usual in pharmacy, are stand-alone machines recording what is entered during the day. Data retained in the till until the end of the day is either put to tape, disc or retained in RAM. At the time of cashing up, the data is

then transmitted to the computer and processed in a batch overnight, which means the computer is available during the day for other tasks. Such tasks as identifying what to reorder from a wholesaler, what to buy direct, managing stock transfers to branches, identifying lost sales or overstocks. Pinpointing what is and is not selling, finding out where profit comes from, are examples of some of the information EPoS brings.

The cash-less society?

The idea of a cash-less society may seem a bit unrealistic at present, especially as a survey confirmed the overwhelming majority of OTC sales in pharmacy are made for cash. Nevertheless the major banks are planning trials of electronic funds transfer at the point-of-sale, EFTPoS, in several centres. This is intended to reduce the volume of cash and cheques being used and will involve the pharmacies in these towns equipping themselves with special tills. These tills, which may also be part of an EPoS system, will have an attachment into which the customer will key his own personal identification number (PIN), to authorise the transaction. Details of the sale will then be passed to the banks, debiting one account and crediting the other. It is not yet clear when this will happen, or indeed precisely how, but the speed and security of such a system has its attractions (*C&D*, December 6, p967).

It is often reported that the majority of theft in retailing comes from within, not without. Undoubtedly it happens both ways and EPoS helps reduce the drain on profit either way. Where PLU is used it stops accidental or deliberate under-ringing and, because the daily movement of stock into and out of the pharmacy is monitored, differences between actual and expected stock levels can be identified. Which assistant made a sale, what time of which day it took place, how much it was sold for, what it was, are all recorded and provide a useful audit trail.

EPoS tills have the ability to communicate, so multiple branch pharmacies may only have one central computer to run all their branches. Branches either dial up their head office and



EPoS Norfrond till with "light pen" faces up to Boots own consumer friendly EAN bar code scanner — part of a POS handout at Peterborough (p1028)



transmit their data to the computer, or overnight, the computer automatically calls the tills in every branch. Branches can have smaller computers of their own which give branch personnel instant access to some information, such as what to reorder from local wholesalers. This can be provided by the central host computer which does the processing or done in the branch with post-processing data sent back to the central computer. When it is in communication the host computer can alter prices in the PLU facility and then leave a message for the branch staff, so they can amend the price tickets on the stock.

For special occasions, the price in the PLU can be overridden by key entry of an alternative price, but only under strict management control. The host computer can collect other branch information such as cash banked, staff working hours, cash paid out for local services or wages.

Most makes and sizes of tills and computers can be used, and all the well known names from Norfrond and Omron tills, to Amstrad and IBM computers, or their compatibles, are available. The computer required depends on the needs and size of the pharmacy, but a 20 megabyte hard disc is usually the starting point, with 16 bit processors preferred for their speed. Many choose a computer which can be used for other purposes — accounting, payroll, word processing, graphics, and, where it is close to a dispensary, for prescription labelling and product movement reports.

A comprehensive and sophisticated computer information facility can be established around an EPoS application, so it is important to be able to work closely and rely upon the supplier for total support. There are many suppliers of EPoS hardware and software, but very few who have the detailed understanding of retail pharmacy which is the essential ingredient of a successful system.



Boots EPos benefits flow

On November 29, the first big shopping Saturday of the Christmas sell-through, one of the 47 EPos tills dealt with over 150 customers in one hour, exceeding by 50 per cent the usual peak traffic total achieved by a Boots check-out girl assisted by a "bagger". Manager Mr C.P. Donn says the system has enhanced Boots' image with customers. "The staff like it because they no longer have to do stock checks. I like it because it helps me monitor the performance of specific product and product groups on particular parts of the store. Boots like it because of the extra control it gives them of the retail operation."

Goods coming into the 2,676sq m store are checked into the 1,609sq m stock room. Products with source marked EAN bar codes are "verified" by scanner to check the brand has the right code and price. Products without a bar code (some 10 per cent) but with an EAN number are bar coded using a hand-held "gun". Items that are too small, or are in a category that Boots do not wish to analyse individually, only by department, are manually labelled with a

The EPos system installed last July in the Peterborough branch of Boots the Chemist has won 'user-friendly' awards from the pharmacist manager, his staff and their customers. Also, it has produced data and in-store benefits that are logged avidly, not only by the local management, but by head office staff and Boots non-EPos pharmacy managers.

price and check out "dump" code. Most bar coded items are not priced — bold shelf edge strips, or in some cases non-computer produced shelf barkers, identifying the price for the consumer. Items are scanned at the check-out terminal using Lemco non-laser scanners able to read bar codes on almost any surface "at-a-glance". The name of the item, its size and price appears on a

sizeable screen on the till — details are duplicated onto the sales docket.

Individual sales are immediately monitored by the store controller IBM PC 5170, model 849, holding 60,000 lines on its price look up (PLU) file. This file is updated by Boots main computer in Nottingham each night "down line". Prices are altered and instructions passed for new shelf-edge labels which are printed in-store each morning. Prices increases are not passed on until shelf edge markers are in place — prices decreases are immediate. The store holds 65,000 lines with some 45,000 ready-coded with EAN or the Boots seven-digit code. The main controller has a back-up with a third machine on stand by.

At the start of the week

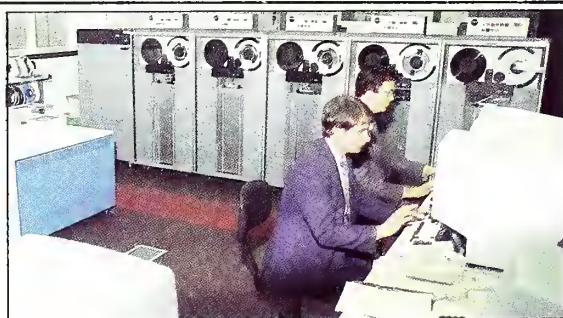
Boots plan to introduce the systems run by two controllers only into 20-25 more branches commencing April. Boots expect that around 220 branches will have EPos within three years.

Every Monday morning Mr Donn gets a computer printout of the top 30 products in each market group listing the product's percentage sales within that department and also within the store. Mr Donn says he is able to spotlight a strong or weak performer and take the appropriate action. By moving products around within a department, EPos quickly identifies "hot spots" and products with obvious sales within the store. The information is also analysed at head office and followed up by non EPos managers by 'phone.

The main EPos benefit for Mr Donn is that he can operate from a sales base rather than a stock base. The sales data drives Boots automated stock replenishment system and reduced in-store stock counting. Previously, it took one girl three days to check the Boots No 7 and No 17 stock using their Ascot system!

Every half-hour Mr Donn gets a status report on sales for each till on-line giving sales; items sold; customers served; basket size, and basket price. He is able to make an instant response to any situation. In one relatively new department, as an experiment, he has been able to drop the lines in stock by one third and increase the facings of fast movers while keeping the same level of sales. This play has yet to be fully evaluated. Often the top 30 lines in any department will account for around 50 per cent of sales. Mr Donn says he can vary his stock mix much more effectively with the EPos sales data. "It's tremendous to be able to increase sales from the same stock base using EPos data."

Unichem's 'plus' system's plus points



Computer controllers 'tap in' at Unichem

Unichem are developing enhanced systems for use in the pharmacy.

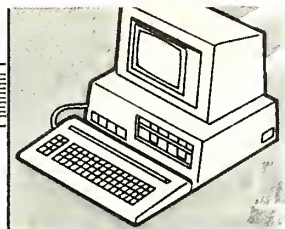
Prism-plus, based upon the IBM PC XT286, was introduced in July 1986 and provided a hard-disk version of Prism with significant advantages in speed and flexibility, say Unichem. It is part of the DHSS Prescription Pricing Authority trial and is successfully transferring data to the PPA. The system will be further extended shortly to offer multi-user facilities so that busy dispensaries can provide each dispenser with their own work station on the Prism system. EPos and limited patient medication records are under consideration. The speed of the equipment allows other applications in off-peak periods such as ledgers, payroll, wordprocessing, spreadsheets, etc, say Unichem.

First installations of Prosper-plus will place in February and will offer the word features of Prosper and Script-processor machine, the Amstrad 6128.

Unichem have a "waiting list" of around 150 so far. The system will be available on a rental basis — a free trial period will be offered to both existing users and non-users. The system contains comprehensive labelling facilities, ordering, and order-transmission, Unichem say.

Early in the New Year Unichem will release another system with a wide range of features at "an extremely low price". This system is planned to fill the gap between the Prosper-plus and Prism. Lower cost combined with rental or lease options will make it attractive to the pharmacist and provide affordable computer facilities for all sizes of pharmacy, says the company.

Prosper-plus, the new system, and all variations of Prism have the ability to access the Pharmaceutical Society's new PINS system, via the same modem or acoustic coupler used for Prosper ordering. Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.



Boots EPoS system in action at the Peterborough branch's medicines counter (left). Vestric line up their Link 4 EPoS/labeller/order system ready for mid '87 launch (below)



Vestric in the 'main frame' again!

This week Vestric's new ICL mainframe computer is coming on line at their Speke facility along with the first of the new ICL DRS 300 branch units.

The old mainframe is being replaced after only three years because of increased orders from pharmacists, four years earlier than planned. The two new ICL 3960s have a

capacity of 50,000 order lines per hour compared with the ICL 2988s 40,000. Unlike the previous system, it can be easily upgraded by "screw-on units" that can cope with 80-90,000 lines per hour.

Vestric have two computer suites, each with a room for an on-line and back-up main frame. The switch to the new computers should not involve any disruption in service. Indeed, the new branch systems will be able to handle and store in-coming orders in the event of the main frame going down.

Some 85 per cent of all Vestric's business is placed electronically by pharmacists using Link, Microscribe, Newbrain, Epson, or PCs. There are 3,100 of the four-year old Link 1 systems in operation. Latest units include an integral modem in the PDT plus jack and lead. Vestric claim around 650 multi-function Link level 3 in service. Based on the ICL PC Quattro plus it runs as standard script pricing; stock usage report; PSGB counselling codes and BNF interaction warnings; Controlled Drug reports, and private script pricing. Link 3 will also drive an extra printer and second monitor to run wordprocessing, VAT and Micro-Simplex accounting packages through extra software.

The company is experimenting with two new PC clones — the Tandon and Amstrad — and hope shortly to be able to offer an off-the-peg basic but powerful labelling system.

And, by the middle of next year, Vestric expect to have Link 4 EPoS systems operating within pharmacies using the ICL 9507 till system with hand held bar code reader: the cost will be under £2,000. The company estimates an increase in gross margin of 1-2 per cent for operating pharmacies because pricing is much more accurate with EPoS. Price look up is by product name, EAN bar code, PIP code or contact screen.

IMAGE goes IBM compatible!

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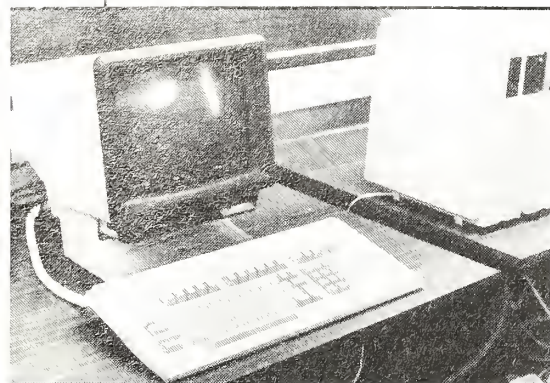


IMAGE Micro Systems Ltd

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IMAGE – SO MUCH MORE for SO MUCH LESS!!

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The new ICL system to be installed at each Vestric branch.

Teaching computers to talk to each other

John Richardson Computers say they have spent the past 18 months making their labellers "talk" to other computers so that they can create and transmit orders automatically to wholesalers throughout the UK.

John Richardson says that unlike conventional stock control systems, there is no need for dispensary staff to count and key in initial stock levels. Nor is there the necessity to estimate and maintain re-order levels. There is always manual override to delete or amend any "automatic" wholesaler order. Counter lines are ordered by using the labeller like a normal wholesaler keypad, with the added advantage of a full screen display to view and amend the final order before transmission.

New programs are being developed for portable Epson HX20 computers, which many pharmacies already possess. Add-on packages will also be available for the 2,500 existing users of Richardson labellers to convert them to auto-order labeller via new high speed modems.

Richardsons have already developed the necessary software for both BBC and Amstrad computers to link with PINS. Packages are available with or without modem from £75 upwards. Complete PINS packages are being supplied with all automatic order systems purchased, and Richardsons are also providing free copies of software to local Pharmaceutical Society branch secretaries on request. The DHSS pilot study, linking Richardson labellers and others to the PPA is progressing rapidly.

Richardson say their labellers can now create bulk orders automatically while labelling which can then be transmitted from branch pharmacies via modem to a central warehouse. Final arrangements are being made to incorporate countrywide on-site maintenance to all Richardson equipment early in the New Year. An annual service will be part of Covercare agreements. J.

John Richardson Computers Ltd, St Benedict's, Church Road, Preston PR5 6ZN.

Sandhurst's retailers march

Sandhurst Marketing currently market Micro-Retailer Micro-Simplex, and Channel Retailer — the last two are now NPA approved.

Micro-Simplex provides users with a full cash book and VAT accounting system. It is based on the Simplex book and covers all special VAT schemes for retailers.

Micro-Simplex is available on Amstrad, BBC, Commodore, Apricots and all IBM "look alike" computers. It is also supplied through Vestric on their ICL computers.

The Channel Retailer is for OTC stock control and financial accounting for the single and multiple pharmacy. It is available on many types of computer, both single user and multi-user, and can work with several makes of POS terminal.

Micro-Retailer extends the features of cash book and VAT accounting into the area of suppliers accounts, including clearing house payments and nominal analysis codes in accordance with NPA recommendations. *Chanel Business Systems, Pondsail Close, Horsham, W. Sussex RH12 4US.*

Keeping it on the Park

Park Systems Ltd, established in 1981, have now produced equipment that they say gives a simple and easy method of producing labels, and now has drug interaction alert.

In keeping with the Pharmaceutical Society's 1987 recommendation on drug warning labels, the system can offer up to five warning labels per drug, automatically printed. This system allows the pharmacist to have complete control over the labelling and full access to the necessary information related to the drugs being used, say Park.

Park and IMS are supplying drug usage information to industry. *Park Systems Ltd, 41 Parliament Street, London E8 5RN.*

Beta plus sets the Pace

The Pace Beta Plus is the next generation of pharmacy labelling system from Pharmaceutical Computer Systems Ltd.

Based on the twin-disk drive Amstrad PCW8512, the company says it has been designed to enable the pharmacist to have an integrated business system in the dispensary, not only for labelling but to act as an order terminal and a work station for accounts and payroll. It can be upgraded to handle patient records.

Capacity is of 3,000 drugs, 100 warning messages, 200 standard labels and 200 directions. Drugs can be coded with up to four lines of warnings on a red background.

Products can be ordered automatically

using PIP code or, if preferred, Prosper or Link codes. The system also acts as a full data entry terminal for OTCs, etc. PINS is directly accessible.

Additional business programs available from the main menu include: book-keeping — this is an integrated "Simplex" system very similar to the NPA manual system with a full VAT return; payroll — determines the PAYE and NI deductions and calculates net pay and prints out a payslip for all employees. (It also generates the period returns each month and the end of year returns.) Alternative programs, including spreadsheets and wordprocessors are available. *Pharmaceutical Computer Systems Ltd, 37 Stamford New Road, Altrincham Cheshire WA14 1EB.*

An Apple a day...

Microscript hospital pharmacy systems are based on the Apple 128k PC and accelerator, 12in monitor and 250 cps colour printer.

The medium pharmacy system uses two 940k Apple drives and can handle 3,000 drugs and 50 forms; 200 directions and 96 warnings; 250 stored labels; 250 cost centres and 2,300 transactions.

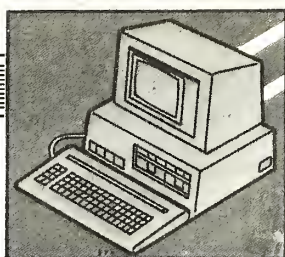
The large pharmacy system has a 5mb hard disc and an Apple drive and, additionally, can cope with 4,500 drugs; 1,000 stored labels and 500 cost centres. *Microscript Systems Ltd, 6 Pavilion Parade, Wood Lane, London W12 0HQ.*

Fastlabels from Merriman

The Fastlabel labelling programme is said to be professionally written and "conceived, designed and monitored by pharmacists" to complement the high grade business software packages already available for IBM, IBM compatible and Apricot PC\$.

Martin Merriman says pharmacists now can select their own hardware and software independently, and consequently be freed from costly maintenance and backup contracts. He claims the following major features for Fastlabel: a 3,000 product file, RAM resident high speed programme written in Pascal; fully user-interactive; automatic PSGB warnings; the day's, month's and last month's product on screen when dispensing, together with the re-order code, pack size and an "on order" notification; product re-order routine; standard instruction file; extensive use of "help windows"; batch label routine.

The system costs £150 with free backup service and demonstration discs (£5, refundable). *Martin Merriman, 4 Town Hall Buildings, Corbridge, Northumberland.*



IBM compatible Image

Image say they can now supply a range of IBM compatible machines, including the new Amstrad PC1512, for labelling their patient record systems.

All systems have the following features as standard say Image: 6,000 capacity drug/OTC file with immediate access; pack sizes with drug; two sets of wholesaler codes displayed per drug (eg combinations of PIP, Prosper or Vestric; up to 255 manufacturers codes can be allocated; stock usage facility; patient records systems of varying capacity.

Direct order entry to Vestric is also available subject to individual authorisation from them. Access to PINS is available with the direct order entry. A hospital labelling system and cost centre analysis also comes with the IBM compatible range of micros. *Image Micro Systems Ltd, 27 Waterloo Place, Leamington Spa.*

The EPoSsible dream

Fairscan, suppliers of electronic point of sale systems to 200 pharmacies, say it now takes only two weeks to prepare a pharmacy for EPoS because of the vast increase in the products with the EAN bar code.

The company gives comprehensive staff training on how to operate the till, and assistance with the opening stock and the creation of a stock file from the PIP code master file. Within six weeks, information on what is selling, what must be re-ordered, what should be bought, and what needs to be sold off, starts to flow, Fairscan claim.

Most customers begin with a trial, using rented hardware which keeps opening investment to a minimum, says Colin Bell. During a six or twelve month period operational integration with existing systems takes place and the benefits are measured. Fairscan use Norfrond Gold EPoS tills and are introducing a new model with 10,000 PLUs in RAM which instantly responds with price to the scanning of a bar code.

Computers range from single user Tandons to multi-user, multi-task Equinox machines supporting as many as eight screens. The software is IBM compatible and runs on MSDOS and a Xenix version will be available next year. Access to information can be at the level of an individual product in a branch, to one figure showing total company performance. Sales and stock information is produced by supplier, branch, product or a department containing products of a similar classification. Overstocks and fast movers can be pinpointed.

A floppy disk containing data, but not price, on all new products can be supplied weekly. *Fairscan Ltd, Emery Down, Lymington, Hampshire SO43 7FH.*

Dispensing v retailing?

David Coleman correctly identifies the "main purpose" of both our professions and infers that we each have a secondary purpose (*C&D*, December 6, p952). In the doctor's case it is dispensing and in the chemist's case, retailing. Indeed, doctors have not been *specifically* trained in pharmacy, though pharmacology plays a very large part in both pre-clinical and clinical teaching as an under-graduate. Have pharmacists any specific teaching in retailing?

Mr Coleman blames dispensing doctors for the diversification of pharmacies. But how many dispensing practices are there in London, Liverpool and Leeds? And did dispensing doctors cause the mushrooming of Lloyds? And all this in competition with other retailers, presumably denying them income.

Let us be fair. The pharmacist has a "calling" but he, rightly, also seeks to make a comfortable income. Hence the concentration on cheap generics, parallel imports and fees for post-Nuffield activities — and retailing. (By the way, why *is* the dispensary always at the back of the shop, forcing the patient to pass the handily placed retail shelves?)

David Coleman once again incorrectly blames the Crawley Down doctors for the protest. Yet again I must tell him that it is the *patients* who are seeking to take the matter to the European Court of Human Rights. On the other hand, I have yet to see any chemist condemn Messrs John & Kelynack and others for pushing leaflets through Dr Dansie's patients' letterboxes urging them not to sign the dispensing form, in Welwyn, after a Clothier decision went against *them*.

In the same issue of *C&D* (p966) Mr Knight rightly fears the double-edged Nuffield and attacks dispensing doctors. The only real evidence he produces is evidence for the need of a Dispensing Doctors' Association.

David Roberts

Chairman, Dispensing Doctor's Association

BPA secretary states his case

To be elected general secretary of the British Pharmacists Association is a great honour for any pharmacist. For an Asian, like myself, there are very special connotations.

This Association is the strongest representative body within pharmacy and to be chosen to lead it by the members, of which only 10 per cent are Asians, is a great leap forward, not only for the profession, but for race relations.

To pretend that Asians and minority groups have not been politically used by all parties in the past would be naive — yet here we now have a situation where an Asian is elected on merit after full-time work as the Midlands countries regional chairman over the last 18 months. I am confident, particularly with the backing of chairman Charles Flynn and the committee, that we can only go from strength to strength now.

To all pharmacists, shop owners, contractors and employees, I say this — if you are a pharmacist, join BPA now. For £30 per year, you will be a member of an Association, which aligned as it is to the British Professional Association, gives the individual pharmacist a professional and democratic platform.

As pharmacists we must become more politically aware, not only of our responsibility to our profession, but the individual communities which we serve — those the Pharmaceutical Services Negotiation Committee is prepared to abandon and inconvenience for the sake of profit.

An Asian, leading one of the most powerful professional associations in one of the most respected of professions, is surely a situation none of us could have visualized.

In pharmacy my goals are:

- 1) To stop this contract.
- 2) To serve injunctions and writs as necessary.
- 3) To force the Government to look again at the Nuffield Report, which is fair to the public, the NHS and the pharmacists.
- 4) To carry on strengthening the BPA until all in the profession are paid up members.

Jayanti Patel

General secretary, BPA (UK) Ltd.

Getting the needle point

I am against the supply of disposable needles to addicts because I do not want the parks and playgrounds of my children littered with them.

Addicts can never be trusted. We should insist that they are treated free at day centres and that all waste is incinerated. The Government can spend £50-100m a year if it wants, but it should "confine" where necessary, to keep society free from the society of addicts.

P.J. Rose North Tawton, Devon

A hot Tippee for the City?

The latest stock market debut comes from Mayborn, who own Dylan and Jackel. The company has opted for the unlisted securities market for its first appearance.

Mayborn are placing nearly five million shares of 5p each, at 102p per share, and dealings are expected to start on December 22. Along with Dylan and Jackel — who sell under the Tommee Tippee trademark — the group owns Stahlwood, suppliers of baby care accessories in the US. The company was set up in 1946, producing Dylan products; in 1980 it set about hunting for likely acquisitions, and bought Jackel for £900,000 in 1983.

The most recent pre-tax profit figures — for the six months up to June 30 — show dyes and household goods at £1.3m, and baby products at £219,000. Now the group plans to bring in more new companies with similar goods, though no targets have as yet been named. Profit forecasts for the whole 1986 financial year point to an £865,000 increase to £2,350,000 before tax.

Productive prize for Bristol-Myers

The first National Productivity award has gone to Bristol-Myers for production improvements of between 150 and 350 per cent by each operator.

The awards are sponsored by ICG Implementation Consultants, for the British Council of Productivity Associations, and were presented last week by John Butcher, Trade & Industry Under Secretary. They were made for "the most significant contribution to the national economy through planned productivity improvements".

Bristol-Myers won for "applying management by objectives," getting their production line figures in units per operator hour up by 46 per cent for Mum rollette, and 300 per cent for Loving Care.

Seton Healthcare are buying Schering Plough Ltd, who make medical swabs, and sachets. The trading name will be changed to Seton Prebbles Ltd.

Seton Healthcare, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.



Tim Astill, group director of the National Pharmaceutical Association, unveils a plaque at Leo Laboratories' new science building. The three-storey building cost £1½m; and houses medical and registration departments, a new library and archive facilities

More investment for Emerald Isle

Ireland has attracted another international pharmaceutical firm — the third to invest there this year.

Les Laboratoires Servier are to build a factory in Arklow, South of Dublin, at a cost of IR£5.1m. The plant, backed by a grant from the Irish Industrial Development Authority, will make treatments for cardiovascular, diabetic and pulmonary complaints.

By 1989, the company expects to have 35 people working at the 40,000 sq ft site, with up to 80 jobs created as the project develops. Servier are following the footsteps of Yamanouchi and Sterling Drug, who started projects totalling over IR£32m in Ireland this year.

Moss Chemists have branched into the baby care trade with a specialist shop at Woking in Surrey. They opened their Moss Baby care store at the Goldsworth Park shopping centre last month. The firm explained: "The area needed something like it. At the moment there are no plans to open any more, but it all depends on how this store goes."

Patent licence?

Your item (Business News, December 6, p967) which implies that the Government has decided not to repeal the licence of right provision in the 1977 Patent Act is misleading. The Government's commitment to repeal this provision for medical products still stands.

The problem, as the Association of the British Pharmaceutical Industry understands it, is finding time within the current Parliamentary programme to introduce the necessary legislation now that the wider Intellectual Property Bill has

More changes at Macarthys

The changes at Macarthys are taking their steady course, with depots being transferred or closed down completely.

Pharmaceutical distribution — now under the Macarthy Medical banner — will be expanded at Harold Hill, with services moved there from Kings Cross from mid-January.

In Scotland, the Glasgow pharmaceutical depot is to be refitted early in 1987, and supplies of dialysis and surgical products will move there from two smaller depots in Cumbernauld.

All staff at Kings Cross and Cumbernauld are being offered other jobs within the group, say Macarthys.

And the Savory & Moore central warehouse at Gatwick is being closed early in 1987. John Bell & Croyden and the 61 branches of Savory & Moore will get their OTC supplies in future from the nearest Macarthy Medical wholesale depot or direct from the manufacturers.

Shulton's US parent, American Cyanamid, are to sell the US Fine Fragrance and Skin Care subsidiary, Jaqueline Cochran Inc, which handle Nina Ricci, La Prairie Skincare line and Geoffrey Beene. The Shulton Group will now take on the Pierre Cardin business worldwide.

The Department of Trade and Industry's retail sales index for October shows chemists up 10 per cent to 190 (National Health Service receipts are not included). The figure for all businesses is 165.

The Department of Employment's index of retail prices for all items for November 1986 was 391.7 (January 1974 = 100). This represents an increase of 0.8 per cent on October 1986 (388.4).

been delayed. The ABPI is still hopeful that the Government will be able to honour its commitment before the next General Election.

The Labour MPs who have signed the Early Day Motion urging the Government to repeal licences of right do not necessarily represent the main stream Labour Party. A number of senior Labour MPs have indicated to the ABPI that they recognise the validity of much of the pharmaceutical industry's case on this issue.

Peter Lumley
Public relations manager, ABPI
See opposite page for new Bill.

Streamlined look for Kodak

Kodak are streamlining their worldwide marketing to improve their decision making.

The new set up, to take effect from January 1, 1987, is to be based on a system of "business units". Each country will have a business manager for each major business area. In the UK the business units (divisional manager in brackets) will be: business imaging systems (David Bratt); clinical products (David Nobbs); consumer products (Peter Fitzgerald); copy products (Mike Mansell); graphics imaging systems (Mike O'Farrell); health sciences (David Nobbs); Kodak processing laboratories (Harry Huson); motion picture, television and audiovisual products (Dennis Kimbley); photofinishing systems (Geoff Cadogan)

and professional photography (Michael George).

The business unit managers, along with their counterparts in other countries, will report to managers of regional business units who will also report directly to senior marketing managers at Eastman Kodak in Rochester, USA.

Peter Block, the present marketing director of Kodak Ltd in the UK, becomes, from January 1, manager of the European regional business unit, professional photography, based at Kodak's offices in High Holborn, London. He remains a director of Kodak and his responsibilities pass to the various divisional managers.

Also within the UK will be a marketing communications division, with manager, Roger Easterbrook. This division will co-ordinate advertising, publicity and sponsorship. Roger Clarke, manager of advertising and publicity for the photographic products group, will leave the company to further his career.

ABPI suspends Bayer (UK) Ltd

The Association of the British Pharmaceutical Industry has suspended indefinitely Bayer (UK) Ltd from membership.

The Board has just published its adjudication on accusations that doctors had been induced to prescribe Bayer drugs on the false grounds that they were contributing to research. "The Board takes a serious view of the malpractices.

Labour MP Jack Ashley had called on Health Ministers to disclose the results of the ABPI's investigation into allegations about Bayer UK.

■ Under Secretary for Health Baroness Trumpington told the House of Lords last week that the Government is spending about £1.2m a year on re-usable syringes and needles now available on script.

■ Twelve centres with high concentrations of AIDS sufferers seem likely to be selected for a pilot scheme under which free needles will be issued to drug addicts.

Competing rules

Baroness Trumpington, Under-Secretary for Health, is heading a group considering better NHS support of competition.

MPs were given details this week of the range of measures set in hand with the support of all regional health authorities.

These include top NHS management backing efforts to make staff aware of the importance of financing the NHS.

Steps will be taken by NHS authorities to broaden competition between NHS suppliers, by ensuring that all possible UK suppliers are asked to bid for contracts.

Information for decision makers will be improved to ensure better NHS equipment replacement and option appraisals.

Re-Distributed

The report of the Pharmaceutical Distribution Working Group, which was expected to be agreed at a meeting on Monday, is now not expected until after Christmas.

The delay in forwarding the report to the Health Minister — it was originally due in July — are understood to be due to the complex nature of the topic and the fact that the DHSS secretariat has been unable to finish the draft in time for Christmas.

Licences Bill

Lord Northfield (Labour) has introduced a Private Members Bill in the House of Lords to amend the Patents Act 1977 to exclude the pharmaceutical use of products from licences of right provision. The Bill has little chance of becoming law, writes our Lobby Correspondent.

Despite ministerial discouragement, Richard Ottaway (Con) introduced a Private Member's Bill for the right to interest on late payments of debts.

Paying the price for AIDS

The cost of treating a patient suffering from AIDS is at least four times that of a hip replacement operation, says an Office of Health Economics report.

The hospital costs per AIDS case are also 16 per cent greater than those of coronary bypass grafting and about the same as the first year expense of a kidney transplant.

The report, "The AIDS virus: forecasting its impact" (£1), stresses that the future costs of treating the disease are extremely uncertain. Latest predictions are £20-£30m in 1988 (compared with about £2m today). The discovery of new medicines with high research overheads could lead to significant increases in treatment expenditure while the development of effective vaccines might have the opposite effect. *Office of Health Economics, 12 Whitehall, London SW1A.*

AIDS treatment. An interview with pharmacists at St Stephen's Hospital (last week, p996) wrongly stated that nystatin was given systemically rather than as a mouthwash to prevent oral candidiasis spreading to the lungs. The sentence should have read that antifungals such as ketoconazole were given systemically rather than nystatin mouthwash.

EVENTS

Monday, January 5

East Metropolitan branch, Pharmaceutical Society and The West Ham District Association of Pharmacists, 7.30 pm in the Churchill Room, Wanstead Library, Spratt Hall Road, Wanstead, E11. "Danger Lurking in the Shrubbery" Dr P.J. Houghton, Chelsea Department of Pharmacy, Kings College on poisonous garden plants.

Thursday, January 8

Glasgow and West of Scotland branch, Pharmaceutical Society, joint meeting with the Scottish Pharmaceutical Federation, 7.30 pm in Room 1, McCance Building, University of Strathclyde, Glasgow. "Herbal Medicines and Pharmacy" by Professor J.D. Phillipson, Professor of Pharmacognosy, The School of Pharmacy, University of London.

Advance Information

Eucomed Conference. Regulation of medical devices and surgical products in Europe — how to achieve harmonisation, March 9-10 1987 at the Sheraton Hotel, Brussels, Belgium. Cost £360. Details from Lisa Hamilton-Price, IBC Ltd, Bath House, 56 Holborn Viaduct, London EC1A 2EX. Telephone: 01-236 4080. **European Organization for Quality Control, Round Table Discussion 1.** April 22-23, 1987 at the Copenhagen Admiral Hotel, Copenhagen, Denmark. Details and registration forms from EOQC Pharma Section, PO Box 2613, CH-3001 Berne.

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BPA shake-up top personnel

Charles Flynn is now chairman of the British Pharmacists Association. His role as general secretary has been taken by Jayanti Patel, BPA's midlands regional chairman.

Mr Flynn, who is also chairman of the British Professionals Association, says: "As chairman I can now devote myself to politics both within pharmacy, and at local, national and international levels."

He promises BPA will continue to fight the new contract. "We are coming back into the arena, and will take appropriate measures to protect the small pharmacists and individuals."

Mr Meir Kattan remains general secretary of the BPA's Action Committee.

A day in the life . . .

Can you recommend a slimming diet,
(I'll try to keep the baby quiet,
the little thing has got a cold,
pity she's only ten weeks old!)
I'd like to try to loose a stone,
(My husband says — all skin and bone!)
I think my mother's starting 'flu,
and doesn't quite know what to do.
The little boy has got a boil
— I think I'll try some Olbas oil.
Catarrh's my problem — I can't breathe,
I'll have to try sub vidabid cee.
Can I drink with penicillin?
Do you stock pods of vanillin?
Is this ointment good for piles?
(Do you know where they sell tiles?)
Is my bottle ready, I've been waiting half
an hour?
Have you got a copper bracelet, ant killer,
wart remover
. . . . gluten free flour?
I didn't want to make a fuss,
but my husband's got the wrong truss.
He should have had a 38,
elastic band, double inguinal,
I won't take this and that is final!
I really need an elastic stocking,
(Isn't the weather simply shocking!)
Have you got a cure for acne?
(With all these spots they're sure to sack
me!)
The common round the daily task,
all people need to do is ask!
W.J. Robinson



Mr Edward Rea, managing director of the Wella production company, Ondawel, in South Wales, is pictured with his wife following his recent investiture with the OBE at Buckingham Palace. Mr Rea joined the company in 1985 as a chemist. He was appointed production manager in the early '60s, and joint managing director in 1972. In 1978 he was appointed managing director with responsibility for the production of all Wella products in the UK and Ireland

Pfizer winners

Two academic pharmacists are among this year's Pfizer Award winners.

Dr John Staniforth of the Bath School receives his award for work on the physical properties of particulate solids used in pharmaceutical formulation design. And Dr Christine Beedham of the Bradford School, receives hers for her contribution to the understanding of the metabolism of the aza-heterocyclic compounds.

The six awards, each worth £2,000, are for the personal use of the recipients to further their research.

CPP exam success rate up

Fifteen pharmacists have been successful in the College of Pharmacy Practice part two examination in 1986.

In 1985 six pharmacists passed this stage. A spokesman for the College told C&D there had been a significant increase in the numbers of pharmacists wishing to take the CPP exams. Nineteen pharmacists passed the Pt I one examinations.

Those passing the Pt II exam are listed below:

Avril Basey, Jennifer Boncey, Marilyn Burn, Peter Cooke, Michael Culshaw, John Hampson, Stephen Langford, Gilbert Lewis, Elizabeth Loveless, Anne McGettigan, David Morgan, Anne Riley, Martin Rowland, Martin Stephens, Peter Welsby.

Beecham top team complete

The new team at Beecham is now complete with the appointment last week of a group finance director.

After seven months of searching Beecham have brought in Hugh Collum from the sweets and drinks firm Cadbury Schweppes. He joins the group early in the New Year, taking the place of Ted Bond, who now chairs the home improvements and cosmetics division. Mr Collum moves into a restructured board, where the non-executive members now have more influence.

Shulton quartet

Shulton have a new salesforce structure with four teams handling the four trade sectors — department stores, Boots, independent chemists and multiples and drug stores — within the male fragrance and toiletry market.

Following the retirement of sales director Hugh Jackson, marketing director David Campbell takes on the new role of sales and marketing director. Chris Crowden-Naylor is promoted to sales manager and Ian Buchanan to marketing manager.

Department of Health and Social Security: Mr John James has been appointed head of finance division A, and a member of the NHS Management Board, on promotion to Under Secretary. He succeeds Mrs Terry Banks.

Seton Healthcare: Michael Rabbitt is appointed divisional director of consumer products; Dieno George is appointed divisional director of hospital products, and James Woodward general sales manager of the UK hospital division.

Pharmaceutical Services Negotiating Committee: Roy Carrington, who has just taken over as superintendent of the National Co-operative Chemists Ltd, replaces Donald Davison who retired in October from PSNC.

Reckitt & Colman plc: Mr M R Valentine has been appointed a non-executive director. Mr Valentine, a vice chairman of S G Warburg & Co Ltd, where from 1974 until this year he has been head of the corporate finance division.

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